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→ page 130



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page 18



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TODAY'S BUILDERS STAY IN TUNE WITH INNOVATIONS FOR SMARTER, GREENER BUILDING. THAT INCLUDES WATCHING FOR UPDATES TO CURRENT MATERIALS AND PRODUCTS.

Here at **Modern Builder + Design**, we often discuss building techniques and new products that aim to help make creating homes and commercial properties more environmentally friendly.

Energy-efficient features hit the top of homebuyers' wish lists in a recent National Association of Home Builders survey, "What Homebuyers Really Want," as one of our experts points out in this issue. Manufacturers and suppliers of homebuilding materials have adapted to meet the demand from buyers and builders – achieving innovations with products that help them reach their green building goals.

Sometimes, though, an older product – viewed in a new light – can contribute to those goals, too.

Another expert included in this issue discusses a material so integral to building that it can go unnoticed: steel, which happens to be the world's most recycled material.

While steel plays a role in many building's structural elements, it also can play a key role in design – from allowing builders to create wide open spaces to implementing exposed steel for modern and, sometimes, industrial looks that are seeing boosts in popularity in many markets.

According to our contributor from ArcelorMittal, part of the world's largest steel and mining company, using steel as a visible design element is a growing trend due to advancing technologies and a push toward more responsible building.

The steel industry has successfully reduced emissions over the past 25 years, he says. Because it's easily recycled – in just North America, more than 80 million tons of steel are recycled or exported for recycling annually – it offers another option for designers or builders seeking to integrate new – or in this case, old – steps to improve the process and the outcome: a more responsible and design-forward home. ■

KECIA BAL
SENIOR EDITOR

ON THE COVER



18 // REEF CAPE COD'S HOME BUILDER

REEF Cape Cod's Home Builder serves clients with its knowledge and expertise to perform what often are complex homes to permit and build.

▶ REEF CAPE COD'S HOME BUILDER TAKES INSPIRATION FROM THE REGION'S SETTING TO APPEAL TO HOMEOWNERS.

FEATURES

06 // SEEKING ENERGY EFFICIENCY

Manufacturers and suppliers of homebuilding materials have to adapt to provide products that help reach goals for greener building.

By Steve DeBusk

08 // BUILDING WITH STEEL

Builders can look to steel to provide not only support systems for buildings but also key design elements.

By Scott Blazek

ON-SITE WITH

144 // YOGESH SAOJI

An urban designer at Wallace Roberts & Todd talks about successful master planning on the heels of the Hoboken Yard Redevelopment Plan.

CAPE COD SPECIAL SECTION

10 // FROM DESIGN TO DETAILS

Full-service design/build firm Rick Roy Construction serves the affluent market of Cape Cod, Massachusetts.

25 // SEASIDE SURGE

Experienced design/builder Cotuit Bay Design LLC is rising to meet a new wave of demand for new homes in Cape Cod.

30 // BUILDING WITH PASSION

Doug King launched his namesake construction company in North Easton, Massachusetts, out of love for the building business.

EAST COAST SPECIAL SECTION

36 // JUST LIKE FAMILY

Cedar Knoll Builders treats its clients like part of the Campbell clan, now in a second generation of custom homebuilding.

44 // BEYOND HOMES AT RKA

Ranieri & Kerns Associates has penetrated the commercial construction market, relying on its residential expertise.

50 // ALL UNDER ONE ROOF

H&R Homes Remodeling Inc. offers all the homebuilding and remodeling products and services in Western Massachusetts.

56 // NEW ENGLAND CLASSIC

Serving clients along the New Jersey shore, longtime builder Kevin Casey creates custom oceanfront living.

62 // A CHOICE BUILDER

Ted Fluehr Jr. Custom Home Builders has become one of the most trusted builders on Long Beach Island, New Jersey.



→ *developers***88**
UNDERSTANDING HOMEOWNERS

Based in Agoura Hills, California, privately funded Renasci Development understands homebuyers and home-builders.

96
INSPIRED EVERYDAY LIVING

With two new communities, South Coast Communities LLC furthers its reputation for upscale homes and developments.

102
UNITED FOR INNOVATION

By bringing the most recent technological and design advances to its products, Premier United Communities gains a competitive edge.

→ *custom home builders***110**
A REPUTATION FOR SERVICE

With two divisions Riverside Homes is one of the most trusted builders in Jacksonville, Florida.

116
KDR SETS THE BAR

KDR Homes is a leader in custom home designs and a company consistently at the forefront of trends.

122
DELIVERING DREAM VACATIONS

After working in Portland, Oregon's custom home market, We Be Homes has settled into resort homes.

→ *single family builders***124**
WELL-SUITED HOMES

A team of leaders experienced in a variety of homebuilding industry facets joined forces to start Tailor Built Homes.

130
A NORTH AMERICAN SUCCESS

Cardel Homes' Tampa, Florida, division expanded cardel's solid reputation as its fourth regional office on the continent.

136
MAKING EXECUTIVE DECISIONS

Filio Executive Homes' founder Mario Figliola realized early on that he had to add lavish amenities and finishes to his homes.

138
GETTING BACK ON THE HORSE

Brookins Construction survived the Great Recession by taking on all jobs, including equestrian construction.

140
RELATIONSHIP-BASED BUILDING

As an established firm developed through lasting relationships, Town & Country Homes delivers quality.

142
EXTERIOR EXPERTISE

Leading the southeast United States in building exteriors, Southern Wall Systems has structures covered.

**66**
DESIGNS WITHOUT LIMITS

As an in-demand designer/ builder, Havencrest Homes delivers on its tagline: "If you can dream it, we can build it."

72
ELEVATING CUSTOM HOMES

Elevate Builders Inc. brings custom homes to the masses in the Twin Cities Area.

78
TRUSTED PARTNER

Building on a reputation for honesty, Fitzke Construction positions itself as a partner to its clients.

84
A DECADE OF DEDICATION

Hanson Homes Inc. has become recognized as a design/build team that goes above and beyond expectations.



36



56



66



88



96



110

HOMEOWNERS' TOP WISH: ENERGY-SAVING FEATURES

BY STEVE DEBUSK

Energy-efficient features are at the top of homebuyers' wish lists, according to a recent National Association of Home Builders survey, titled "What Homebuyers Really Want." Armed with this information, manufacturers and suppliers of homebuilding materials have had to adapt in order to provide homeowners and homebuilders with products that help them reach their green building goals.

Homeowners have never been more interested in pursuing sustainable, green building products and ideas for the places they live – but they're not interested in green homebuilding solutions that may negatively affect comfort or aesthetics in order to save energy or water. Homeowners are looking for products that will lower their home's year-round energy usage and reduce their monthly utility payments, but they also expect whatever products they use to

HOMEOWNERS WANT FEATURES THAT ARE ENERGY-EFFICIENT, BUT THEY ALSO EXPECT THEM TO BE COST-EFFECTIVE UP FRONT.



build and maintain their homes to be easy to use and cost-effective to purchase.

Consumers and homeowners also are also paying more attention to the potential impact that a particular product could have on the overall health of their indoor environment, whether it's through limiting VOCs, preventing exposure to harmful UV rays, or allowing more natural ventilation into a room.

The product's price tag, of course, is always an important factor as well.

It's also becoming more important to homeowners that the companies they purchase products from follow sustainable practices themselves, whether that involves efficient and environmentally friendly manufacturing processes or reducing their facilities' energy

and water usage. Homeowners are spending more time getting to know the companies they want to purchase homebuilding materials from before they bring a particular green building product into their home. This means manufacturers and suppliers must place just as much importance on the way products are designed and manufactured as they do on the overall performance of the product.

It can be overwhelming once homeowners decide they want to build a green home or transform their existing home into a sustainable residence.

The marketing messages associated with green homebuilding products can sometimes get diluted, leading to homeowners' lack of knowledge – and perhaps hesitancy to invest in green building products at all.

Instead of telling homeowners about the best features of a green homebuilding product, such as a low-flow faucet, an efficient cooling system, or low-e window film, manufacturers need to focus on education instead. In order to provide helpful information to homeowners as they make purchasing decisions about home-

Homeowners are spending more time getting to know the companies they want to purchase homebuilding materials from before they bring a particular green building product into their home.

building materials, we have to focus less on the features of our products and instead explain what an investment in the product can provide in terms of lower total ownership costs, how quickly a return on investment can be expected, and how the product will positively impact the entire family.

Learning about LEED, Energy Star, the Living Building Challenge, and other programs and certifications related to green homes is also a necessity so manufacturers can stay on top of trends and requirements for green homebuilding products.

Creating green homes and buildings is about more than just purchasing green homebuilding materials and products. Installing low-e window film on windows with failing seals won't produce the benefits the homeowner is hoping for, just like installing a high-efficiency cooling system in a home with poor insulation and a compromised building envelope won't significantly help to reduce energy usage.

And the value of education doesn't stop with the homeowner – it's just as important for manufacturers to help homebuilders understand their options, too.

Manufacturers play an important role in helping them understand that the building materials and products available now for home construction and renovation are better than they were 15 years ago; it's worth the homebuilder's time to learn about these new green building solutions.

Making products inherently better is the first step – but it's just as important to explain to homebuilders and homeowners why green homebuilding is a concept that they should seriously consider. ■

STEVE DEBUSK is global energy solutions manager for the window film division at Eastman Chemical Co. DeBusk has 30 years of experience in energy efficiency. He is a certified energy manager, a certified measurement and verification professional and a certified sustainable development professional. For more information, visit his blog at blog.vista-films.com or follow him on Twitter at @green-bldgs. Kingsport, Tennessee-based Eastman is a global specialty chemical company that produces a broad range of products found in items people use every day, including homebuilding materials, such as low-e window film.

MANY PEOPLE DON'T REALIZE THE STEEL THAT CAN'T BE SEEN IN THE FINISHED PRODUCT PLAYS AN IMPORTANT ROLE IN DESIGN.

BUILDING WITH STEEL

BY SCOTT BLAZEK

Steel is the backbone of today's modern world. Not only is steel the second-largest industry after oil and gas, steel's high-quality, strength, versatility, recyclability and attractive appearance make it the material of choice for many industries from automobiles to appliances to construction.

According to The World Steel Organization, the housing and construction sector is the largest consumer of steel today, using roughly half of all steel produced. Residential and commercial builders, designers, and architects look to steel to provide not just

the support system for buildings, but also key design elements, all while being environmentally conscientious.

Design Trends

Steel plays an important role in the overall structure of buildings, but what many people don't realize is that the steel they often can't see in the finished product plays an important role in design as well. Take, for example, hotel ballrooms or theaters designed to hold large numbers of guests. It's not just the ornate design of a ballroom or theater that impacts one's experience, but also a vital structural design element: columns. At some point in time, almost everyone has experienced the frustration of having a column obstruct their view. Use of high-strength structural steel shapes leads to building systems that can carry more weight while maintaining a lightweight, streamlined structure, a benefit that translates to the user's experience by enabling the design of long-spanning ceiling systems and therefore wide open spaces.

While structural steel shapes are often used behind the scenes to support a building, some designers opt to expose the steel and therefore select visually appealing steel structural systems. Cellular beams are an increasingly popular choice for new architectural expressions. These beams, which incorporate circular or – unique to ArcelorMittal's Angelina™ beam – sinusoidal openings, enable architects to use their open-web configuration and lightweight appearance to create a sense of transparency in a space without losing the strength that is needed for structural support. Like other structural shapes, these specialty sections also can be manipulated to allow for even greater design choice for architects. For example, during fabrication, the beam can be curved to allow for its use as the ribs of a barreled or arched ceiling.

Use of high-strength structural steel shapes leads to building systems that can carry more weight while maintaining a lightweight, streamlined structure.

Steel is not only a component of the building's internal frame but it can also be a prominent feature on the building's exterior. Typically when used for exterior design, steel is used in roofs and facades to help buildings stand out visually. Steel roofing solutions are growing in popularity as architects, designers and homeowners seek out stylish, modern alternatives to traditional materials. Not only are these sleek roofs attractive, they are also extremely lightweight, cost-effective, quick and easy to install, and can increase the value of a building thanks to their low maintenance and durability. An array of choices for this coated steel makes it very customizable for consumers. Steel architectural facades and cladding are also a popular option for architects who are looking to set their building apart. Multiple shapes, coatings and surface qualities allow creative freedom to those designing building facades.

ArcelorMittal, the world's leading steelmaker, offers complete construction solutions for residential projects, such as GlobalFloor® flooring and Stytech® residential light steel frames. For large projects, ArcelorMittal offers design and engineering support, along with

project administration services, and has produced steel for some of the world's most notable structures. One World Trade Center in New York City, the ArcelorMittal Orbit at London Park and the Olympic Stadium in Berlin all feature steel products from ArcelorMittal's vast portfolio and serve as functional structures with unique designs.

Steel also is playing an important role in sustainable building designs. As the world's most recycled material, steel offers builders, designers and architects unique opportunities to reduce environmental impacts. In fact, in North America alone, more than 80 million tons of steel are recycled or exported for recycling annually. That's a higher recycling rate than paper, aluminum and plastic combined, according to the American Iron and Steel Institute (AISI).

Unique to steel is its ability to be recycled both up and down the product chain. For example, this would allow an old car to be melted down to produce a structural beam for a building. AISI also found that recycling steel saves energy and natural resources, with an energy savings equivalent to the energy required to power 18 million households per year.

In addition to product recyclability, the steel industry overall has taken many steps to continue to improve operations to protect the environment and preserve natural resources. AISI research shows that, since 1990, the industry has reduced overall energy consumption by 33 percent and greenhouse gas emissions by 37 percent per ton of steel shipped. Another priority for the industry is collecting and reusing steelmaking byproducts. For example, slag is collected and used for road building, railroad ballasts, fertilizer and glassmaking, and steelmaking gases are collected and used for fuel/heat generation. With a range of design options and its environmental benefits, steel will remain a material of choice for years. ■

SCOTT BLAZEK is manager of market development for ArcelorMittal USA, part of the world's largest steel and mining company, which has a presence in 60 countries and an industrial footprint in 19 countries. Guided by a philosophy to produce safe, sustainable steel, the company is the leading supplier of quality steel in all major global steel markets including automotive, construction, household appliances and packaging, with world-class R&D and outstanding distribution networks. For more information about ArcelorMittal, visit corporate.arcelormittal.com, or usa.arcelormittal.com.

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by kecia bal

➤ Rick Roy Construction prides itself in bringing any project from the design process to the estimating and construction phases to the final finishing touches. Attention to detail is key in the Rick Roy homebuilding experience.





RICK ROY CONSTRUCTION



With 20 YEARS IN THE BUSINESS, Rick Roy Construction has built a reputation by building residences to match the splendor of a luxury location, the towns of Cape Cod, Massachusetts.

Specializing in residential and commercial construction, the Rick Roy team applies its policy of honesty and quality on each project, from design through to the final detail, owner Rick Roy says. That team of about 30 full-time employees has played an important role in the company's growth – from a home business in Roy's basement to a thriving general contractor with spinoff

“They know every detail will be taken care of, and they are always kept informed.”

RICK ROY, OWNER

painting and cabinetry businesses.

“My business model has always been honesty is the best policy and you have to insist on quality and clear communication,” Roy says.

Upscale Clientele

The businesses' top-tier location – a region traditionally sought for summer getaway properties or retirement dream homes – offers Roy and his employees opportunities to create elaborate work in the residential market.

“We're very fortunate to be part of an



area that draws a higher-end homeowner," he says. "These are luxury homes with all the extras – indoor swimming pools, bowling alleys in the basement. The houses are complicated to build. Homeowners are looking for modern lighting systems, stereos and home theaters, Jacuzzis and fire pits, and outdoor kitchens."

A Success Story

The company began as a home business launched in 1995 by Roy, a Cape Cod native who also has a background in selling life insurance – a nod to his people skills.

Through his understanding of the industry, ability to select and retain like-minded staff, and referrals from customers, the company quickly outgrew his basement.

"I started out by myself, hands-on, doing the design work, permitting and physical building," he says. "As I completed one job, someone would see the work or hear about it, and I'd get another. I don't think I advertised for the first 15 years."

The company's business model offered – and still does – full disclosure on costs and no deposits.

"All jobs were cost-plus, but we gave full

Growing on word-of-mouth from satisfied clients, Rick Roy Construction has built a reputation for honesty. The company ensures that clients understand clearly a project's costs.

disclosure as to what went into the job," Roy says. "People felt very comfortable about that. They didn't pay until they saw something. That was part of the honesty – we truly bill people what it costs us to do the work, and they can see that. The reputation spread from there."

In 2003, the company began construction of a commercial complex, two 9,800-square-foot buildings in Harwich,

RICK ROY CONSTRUCTION

Massachusetts. Rick Roy Construction moved into part of one of the buildings the following year. In 2009, Rick Roy Painting was established as well as a custom cabinet shop and spray booth, which were added to the existing office and warehouse space in the complex.

Extended Capabilities

Those additions helped strengthen the general contracting company's ability to deliver.

"One of the things that always affects a building project is schedule," Roy states. "Whenever any area of the country is busy, there

can be problems getting enough subcontractors to get the work done. Having our own cabinetry and painting businesses allows us to help control the schedule and ensure that we can finish a project on time."

In addition to the company staff, trusted subcontractors extend the company's capabilities and help it deliver about \$16 million of work in the small villages and towns of the peninsula. Relationships with architects also play an important role, Roy says, and that helps the company stay on top of homeowner demands: modern homes with traditional Cape Cod aesthetics – coffered ceilings and gambrel

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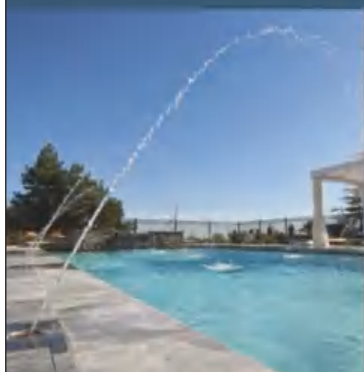
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RICK ROY CONSTRUCTION

boxed-out trim – or more contemporary looks, almost always with a beachy feel.

“We work for a lot of great architects and, consequently, we’re very fortunate that we are in a position where people feel comfortable with us, both the client and the architect,” Roy says. “We have earned that trust.”

Technical Skill

Though homeowners seek the cape’s waterfront properties, competition is steep, and the land conditions are not always ideal. Additionally, highly regulated codes and permitting are required because

the cape is an area where conservation is key and federal flood-zone regulations are tightening, so a builder with strong technical capabilities is vital to a project’s success.

“The reason people come to this area is because of its proximity to the water,” Roy says. “There are only so many of those lots.”

Often, the land comes with a home – but not the right one – so the company also performs a lot of demolition work and then designs a home that meets homeowner wish lists and works with the space as well as local and federal regulations.

Rebuilding on a lot often automatically sends a project to a local zoning board of appeals.

“There are a lot of local regulations aimed at maintaining the charm and protecting the environment,” Roy says.

The Federal Emergency Management Agency also recently expanded the area’s floodplain, so many properties now fall under those mandates.

“You have to be able to navigate all of that and keep the homeowner abreast of the changes,” Roy says.

A Rewarding Experience

Ultimately, it’s the company’s attentiveness to workmanship, budget and schedule – with ongoing communication through each step – that sets it apart.

A source of pride for the company is its ability to bring any project from concept to fruition.

The company has established a reputation for a homebuilding process that is low-stress, through careful communication with everyone involved, including architects, designers, subcontractors and suppliers.

Paramount to the company’s philosophy is communication with clients.

“All of that makes the building process an enjoyable experience for my clients,” Roy says. “That’s opposed to what homeowners sometimes go through, a feeling that they were in a bad situation or left holding the bag. I never did that to any of our clients. They know every detail will be taken care of, and they are always kept informed.” **M**

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REEF Cape Cod's Home Builder has completed over 1,500 homes during the last 28 years by positioning itself as a trusted partner to customers.

REEF CAPE COD'S HOME BUILDER



COASTAL CUES

REEF CAPE COD'S HOME BUILDER OFFERS CLIENTS THE KNOWLEDGE AND EXPERTISE TO PERFORM WHAT OFTEN ARE COMPLEX HOMES.

by kecia bal

WITH A CAREFULLY managed process, REEF Cape Cod's Home Builder consistently delivers homes that fulfill owners' desires and their lifestyles – with build cost and completion date guaranteed before construction begins.

"We take our customer's ideas, gather all the info we need about the land parcel, and design a floor plan and a home around the individual customer's way of life," Business Development Director Chuck Tuttle says. "We can make the outside look like anything, but what's most important is the floor plan and flow of the

REEF CAPE COD'S HOME BUILDER



home in order to accommodate the customer's lifestyle requirements."

This thoughtful approach – and the ability to work within strict building and permitting regulations – are part of the reasons why clients say in testimonials that the Cape Cod, Massachusetts, company is "head and shoulders" above others, and describe the homebuilding process as a pleasure.

President Matt Teague, who manages operations and construction, and Vice President Jim Hagerty, the lead designer with a creative mind and seasoned expertise in permitting, provide the right balance of art and science

“We can guarantee our performance because we control all the processes.”

**CHUCK TUTTLE,
DIRECTOR OF BUSINESS DEVELOPMENT**

through the homebuilding process.

The established design/build firm, founded in 1985, offers in-house CAD and design work, and manages every component of the process, part of a philosophy that delivers stress-free custom homes to busy customers. Very important to customers are REEF's cost and completion date guarantees – an important factor for any homeowner, but especially in the case of customers whose primary residence is off-Cape, in Boston, New York, or even the west coast, Teague says.

"We can guarantee our performance be-

REEF CAPE COD'S HOME BUILDER



cause we control all the processes," he says. "Because we control everything from soil testing, engineering, and design development, to permitting, site prep and construction, we can ensure not only the quality and cost but also the schedule. Other builders and architecture firms may find it difficult or impossible to guarantee the performance of the whole project."

Critical Capabilities

The REEF team works on Cape Cod, where buildable land is not only a limited commodity, but also where permitting is chal-

lenging, including various environmental, health and zoning regulations, according to Hagerty.

"There is a limited amount of land, and most has already been built on," he says. "Many of our projects are regulated by historic commissions, conservation commissions, boards of health, so there are a lot of hurdles to satisfy with the design, beyond the customer's needs and desires."

Because Cape Cod residents rely on a single-source aquifer, regulatory agencies keep a close watch over possible sources of contamination, such as nitrogen from a

In addition to creating designs that delight, REEF Cape Cod's Home Builder is adept at navigating the often complex permitting and zoning processes required in the 15 towns that comprise Cape Cod. The company also is very familiar with state and federal regulations that mandate details of a homebuilding project there.

septic system. There are very few municipal sewer systems on Cape Cod.

"So, when we build a four-bedroom house, one of the first things we have to look at is siting the septic system," Hagerty says. "The design and permitting of a home on sunny Cape Cod is at least half the battle in new home construction."

REEF CAPE COD'S HOME BUILDER

Many pre-construction decisions about size and siting are mandated by volunteer boards and commissions, so it becomes paramount that homeowners look to a builder with strong technical and design capabilities, Hagerty says.

"It can cost people a lot of time and money if their builder is not familiar with the ins-and-outs of the various boards and commissions," he says. "Because we have built custom homes on Cape Cod for over 30 years, we have become expert at presentations with renderings, 3-D models, and other tools to satisfy even the most rigorous board review."

Recently updated – and expanded – federal Flood Insurance Rate Maps have made the process even more complex for parcels in flood zones. In many cases, renovations to existing structures require the whole home to be flood-zone compliant. The REEF team can perform those extensive renovations, although it is often more cost-effective to replace the older structure with a customer's dream home.

"Often a customer will choose to replace their cottage with a new structure that accommodates a modern lifestyle, to build a really lovely home," Hagerty says.

Cape Cod Living

The award-winning company has the look homeowners seek, too. The company won the Best of Houzz recognition for service in 2014 and 2015, and has been featured in design and lifestyle publications.

Open floor plans and single-floor living

“It's all about accommodating the Cape Cod lifestyle. Fire pits and outdoor living are very important.”

**CHUCK TUTTLE,
DIRECTOR OF BUSINESS DEVELOPMENT**

are very popular, with an increasing interest by customers in “aging in place,” Tuttle says.

Elegant, durable hard wood floors are a frequent request as well as multiple living areas. “Though the open floor plan concept is very popular, people want to make sure they have separate areas to accommodate family and guests,” he says.

That could translate into a library off the master suite, a large bonus room over a garage, a billiard table room, or a nicely finished lower level. Sun rooms and screened-in porches also offer quiet spaces to enjoy the wonderful weather for which Cape Cod

is known. With elements to connect interior and exterior spaces, REEF Cape Cod's Home Builder creates homes meant to help homeowners enjoy the benefits of living on or near the coast. Nearby towns and villages offer plenty of opportunity to extend the Cape Cod lifestyle to include year-round recreation.

is known.

The company keeps in mind the beachgoer's needs and jokes that it won't build a home without an outdoor shower, which usually leads to a side entry with a laundry room.

"It's all about accommodating the Cape Cod lifestyle," Tuttle says. "Fire pits and outdoor living are very important."

A Community Partner

That lifestyle has extended into towns and villages, too, with more opportunities for year-round recreation through fairs, festivals, an active conservatory and community college.

"Of course, from May to October is fabulous outdoor weather with bike trails and beaches and boating," Tuttle says.

REEF Cape Cod's Home Builder also works to continue contributing to the community through their network of trusted, local subcontractors, Teague says.

"We take very seriously our commitment to the employment of local families," he says. "Cape Cod is a challenging build environment.

"We value our responsibility as a vibrant member of the economic community, and we are constantly supporting and 'giving back,'" Teague adds. **M**

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SEASIDE SURGE

EXPERIENCED DESIGN/BUILDER COTUIT BAY DESIGN LLC IS RISING TO MEET A NEW WAVE OF DEMAND FOR NEW HOMES IN CAPE COD.

by *kecia bal*

📍 The Cape-style home is the most prevalent design among the New England-inspired structures Cotuit Bay Designs creates, along with cottages, some contemporaries and gambrel homes.



KNOWN FOR UNIQUELY incorporating New England's traditional design appeal into residential and commercial properties, Cotuit Bay Design LLC has been part of its home community of Cape Cod, Massachusetts, for the past 15 years.

The breezy, beachy look – and sturdy

design to withstand stormy weather – requires a unique skill set, and the company's designs cater to the styles that have lured homeowners to the cape for decades.

Founder and designer Steve Cook, a native New Englander, has a background

in the critical elements of designing for a heavily regulated construction environment, with degrees in architectural engineering and mechanical engineering. He also has a heart for creating homes that take advantage of what so many homeowners seek when they decide to build or

COTUIT BAY DESIGNS LLC



renovate in Cape Cod, where Cook himself resides.

"The homeowners on Cape Cod are asking for open floor plans with space for their extended families, especially for the summer," he says. "Many of the homes in this area were constructed 25 to 70 years ago with small spaces and are not set up for seaside views."

Cook's design work can transform a home into a true seaside retreat, reflecting the Cape Cod lifestyle by including open interior spaces, functional elements and proper glazing as well as integrating interior

“My design skills – along with the full scope of services – sets our firm apart from the other design/build firms in the area.”

STEVE COOK, OWNER/DESIGNER

and outdoor spaces.

The designs of coastal New England, infused throughout Cook's work, incorporate some shingle-style components and old colonial designs with white cedar shingle siding, cornerboards, dormers, gable roof lines and double-hung windows. The Cape-style home is the most prevalent design along with cottages, some contemporaries and gambrel homes.

"We take the client's wish list and redesign the spaces, adding onto existing homes to improve their property," he says. "New homes are designed for maximizing views."

Steve Cook has a heart for creating homes that take advantage of what many homeowners seek when they decide to build or renovate in Cape Cod.



In-Demand Services

The economy on Cape Cod has been steady for the last 15 years, with homebuilding following suit. The new home growth was very quick in the 1970s, 1980s and 1990s with a few slowdowns due to recessions – and then a surge in the early 2000s, Cook says.

That created ideal timing for the company, which Cook founded in 2001.

“Our firm has grown due to the demand from the baby boomer generation retiring and the second-home demand,” he says.

Cotuit Bay now designs new homes, cot-

tages and additions. The Cotuit team also performs interior remodeling design and small commercial projects for clients on Cape Cod and Southeastern Massachusetts. The majority of the company's work is addition/remodeling with about eight new homes builds per year. No matter the project, Cotuit Bay builds in quality and craftsmanship.

The attention to detail helped the company land a recent recognition, an award from the Home Builders and Remodeling Association of Cape Cod, for a charming seaside cottage.

The cottage was an exact replica of a

circa 1900 bathhouse, which was the last remaining bathhouse for the Squeteague Harbor section of Cataumet. The existing bathhouse, on a bluff below a client's home, was partially destroyed during Hurricane Bob in 1991 and was propped up on wood blocks without a floor.

Thanks to Cook's work, clients now use it as their private beach house getaway. The siding and roof matched the original building, along with the balcony. The Cotuit Bay team used a picture from the 1920s to replicate the building.

With work that speaks for itself, the com-

COTUIT BAY DESIGNS LLC

pany's biggest challenge so far has been trying to keep up with the demand, Cook says.

"Other than the 2009 recession slowdown, the workload has increased every year," he adds.

Core Capabilities

That uptick has kept the team busy, especially because Cook's engineering and design prowess keeps him in demand. Due to

the shape of Cape Cod, which extends into the Atlantic Ocean, and its hurricane-prone location where wind loads are higher and flood zones have expanded, obtaining building permits can be difficult. A designer with the know-how to tailor plans to the demands of various regulatory boards and guidelines – local, state and federal – becomes a critical element for builders and homeowners, who often seek intricate design requests.

"Those all demand strong structural engineering," Cook says. "Having an engineering background along with strong design experience definitely helps and is an important part of obtaining a building permit."

Once plans are permitted, Cook's construction background also helps with communication with the builders and framers.

Those strengths – and the ability to create the desired New England look – will push the company forward, he says. **M**

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▼ Steve Cook's designs can transform a home into a true seaside retreat that reflects the Cape Cod lifestyle.



DOUGLAS A. KING BUILDERS INC.



BUILDING WITH LASTING PASSION

DOUG KING LAUNCHED HIS NAMESAKE CONSTRUCTION COMPANY IN NORTH EASTON, MASSACHUSETTS, OUT OF LOVE FOR THE BUILDING BUSINESS AND BIG GOALS FOR DEVELOPMENT.

by brian salgado

DOUGLAS A. KING BUILDERS INC.

↙ Douglas A. King Builders has developed a reputation as a top residential and commercial builder in southeastern Massachusetts.



EXPERIENCE AND KNOW-HOW will keep a construction company afloat for a number of years. However, Doug King, founder of Douglas A. King Builders Inc. in Massachusetts, believes he would not have been as successful as he is if not for the passion he has brought to his business since its inception in 1968.

"I don't think I would have been as successful if I didn't love what I was doing," King

says. "I strive to work harder and work smarter, and give quality service and respect to each customer so that the best thing that customer can do for me is refer someone to us. We don't advertise; my customers are my best salesmen."

The results speak for themselves as Douglas A. King Builders has grown its reputation as one of the top residential and commercial builders in southeastern Mas-

sachusetts. The company builds in a number of communities south of Boston, including Milton, Canton, Stoughton, Raynham, Easton, Brockton, Mansfield, Foxboro, Sharon and Wrentham.

Douglas A. King Builders' primary business stems from purchasing and developing land for residential or commercial use. The company keeps about 50 percent of what it builds for the rental market.

DOUGLAS A. KING BUILDERS INC.

**Finding a Calling**

King graduated from Northeastern University in 1969. Northeastern University focused on students finding co-op jobs 10 weeks at a time so they could find a career they enjoyed.

He started out as a finance major, so he first worked for an insurance firm and the FDIC. King was not a fan of those careers, but he fell in love with the construction business during his co-op with Perini Construction, and also John W. Keith Builders. Before King graduated, he had launched his own development company and in 1967 was

building and developing single-family subdivisions.

"If I had money and had gone to a normal college, I might not have ended up a developer," King says. "I like being my own boss. I work long hours, but I know I have the right job. I've been doing it 50 years and I still like what I'm doing. Every day is a challenge to improve our buildings and developments."

By being his own boss, King has been able to mold Douglas A. King Builders into the type of company he always imagined working for. For example, Douglas A. King Builders only takes on work that is within a

40-minute radius of his headquarters in North Easton, Massachusetts, in a dozen communities surrounding his Easton office.

King prides himself on the diverse portfolio Douglas A. King Builders has put together since its founding. The company thrives by developing a variety of projects that serve different market segments, easily moving between industries when the economy shifts.

For example, Douglas A. King Builders realized the potential in the residential rental market about 20 years ago.

To cater to this market, King says the company began focusing on smaller apartments

DOUGLAS A. KING BUILDERS INC.



to cater to millennials not ready to purchase a home and seniors looking to downsize.

Even longer ago, Douglas A. King Builders began focusing on the growing baby-boomer market with its own senior housing.

For this demographic, the company developed Queset Commons, which includes Queset on the Pond, a 100-unit apartment development for adults 55 and older which has retained 98 percent occupancy over the last five years. The development features studio, one- and two-bedroom units. Community amenities available to residents include around-the-clock maintenance availability,

community room with a kitchen and fireplace, controlled door access, disability/wheelchair access, fitness center and walking paths.

It Takes a Village

One project that shows Douglas A. King Builders' versatility is the Village Townhomes at Chestnut Green in Foxboro. Chestnut Green is an all-encompassing development located on the site of a former state hospital that is retrofitting some of the salvageable medical buildings for office, commercial and residential space. King says his company is reusing some of the wood, granite

and bricks from the demolished buildings, as well.

"Because the buildings had been abandoned for 30 years, it was really an eyesore for the town of Foxboro," King says. "It's in the middle of Foxboro, so because of its visibility, everyone is watching you."

The company is building condominiums that feature finished basement space with walkouts and family rooms with fireplaces. The condominiums are ideal for players, coaches and employees of the NFL's New England Patriots, King says, because of the lack of maintenance required for projects

DOUGLAS A. KING BUILDERS INC.

with associations that handle landscaping, cleaning, etc. He says there are at least 25 residents with ties to the Patriots presently living in the development because of its proximity to Gillette Stadium, the team's home field, and the recommendations of other occupants – which has kept occupancy at 98 percent.

"They work a lot of hours and want to live in nice housing, but they don't want to worry about cutting the lawn, plowing snow or

changing the lightbulb," King says. "This makes them happy and, in the locker room, they tell each other."

Along with demolishing buildings, construction crews also had to bring down a 160-foot-tall smokestack. The stack, which had been erected in 1900, would have cost between \$50,000 and \$75,000 to bring down by specialty contractors.

Instead, a subcontractor offered to pull the stack down via a 200-foot cable as part

of the existing scope of work, saving over \$50,000. King says the subcontractor pulled down the first 110 feet, and the remaining 50 were cable-cut "like a piece of butter."

At 69 years young, King says he feels like he can continue working forever, but he is more realistic about the future of Douglas A. King Builders Inc. He believes the talent is there for the company to carry on as more of a management company that handles the operations of the rental properties. **M**



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CEDAR KNOLL BUILDERS TREATS ITS CLIENTS LIKE A PART OF THE CAMPBELL CLAN, NOW IN A SECOND GENERATION OF OWNERSHIP OF THE CUSTOM HOMEBUILDING FIRM.

by brian salgado



CEDAR KNOLL BUILDERS



AS A HOMEBUILDER in its second generation of family ownership and operation, Cedar Knoll Builders of Cochranville, Pennsylvania, understands homebuyers are seeking not just shelter, but a place to make memories that last a lifetime. The employees at Cedar Knoll Builders keep this in mind throughout every aspect of the company's operations. The company's homes offer designs and amenities to create a memorable atmosphere.

"From superior craftsmanship to incredible standard features and premium materials, everything we do is designed with the

"From superior craftsmanship to incredible standard features and premium materials, everything we do is designed with the customer in mind."

NICOLE CAMPBELL, MARKETING MANAGER

customer in mind," says Nicole Campbell, marketing manager for Cedar Knoll Builders and the second daughter of owner Brian Campbell. "We are more than just building a home – we are building a story."

Brian Campbell launched Cedar Knoll Builders in 1986 after growing up in the homebuilding industry in Avondale, Pennsylvania. Brian's father Yancel worked as a general contractor, and he and his brothers worked alongside Yancel starting when Brian was nine years old.

Today, Cedar Knoll Builders is known as a regional homebuilder with a solid repu-

CEDAR KNOLL BUILDERS



tation for design, quality and service catering to the southern region of Chester County, Pennsylvania. With over 100 combined years of experience in the homebuilding industry, it is easy to see why the Campbell family name carries such weight in the region.

"Cedar Knoll Builders is known to be a name you can trust in southern Chester County," Nicole Campbell says. "We're southern Chester County's local builder dedicated to serving first-rate quality homes."

With almost 30 years of homebuilding

experience, Cedar Knoll Builders realizes companies must change with the trends in home design to remain successful. That is why the company keeps up with innovations in energy efficiency as customers demand more sustainability from their homes. For example, in many of the homes Cedar Knoll Builders delivers, the company installs geothermal heating systems and LED lighting to creating low-maintenance structures that will be sustainable in value for the future.

"The products that we install in the homes have been tested and proven to serve our clients well and reward them," Nicole says.

Cedar Knoll Builders insists on creating homes that are a wise long-term investment, due to quality and energy-efficiency. The company also builds homes meant to "live well," meeting the needs of modern families and are designed for optimum functionality.

"Consumers today want low-cost, energy-efficient homes; nice finishes; design flow; and spacious homes – spaces that meet today's lifestyles."

Each generation has their own requirements for their lifestyle demands, according to Nicole. For example, seniors may prefer single-level homes while the X and Y generations want unique spaces. Millennials

CEDAR KNOLL BUILDERS

All of Cedar Knoll Builders' homes are designed with the end-user in mind, whether that means smaller, more unique spaces for millennials or single-level homes for seniors to make daily living easier. The company implements evolving trends by keeping a drafter and designer in-house.

prefer smaller spaces with individualized touches that allow them to pick up and travel whenever the urge arises.

To keep up with ever-evolving trends in homebuilding, Cedar Knoll Builders employs a drafter and designer in-house. The company also maintains strong relationships with its supplier base to stay up to date on innovations products and materials.

"We are privileged to work closely with

our many suppliers who make it their living in providing us with the most current products that meet today's trends in the homebuilding industry," Nicole says. "Our goal is to create the most satisfying building and living experience for our customers.

"We weave together recreation, gathering places and open spaces, social activities and amenities, inside and outside of the home," Nicole adds.

Recreating a Family's Heritage

In spring 2014, Cedar Knoll Builders took on a project for a family whose home had burned down due to an electrical fire. The

couple wanted to rebuild their new home just the way husband's father originally had, along with some modifications for their modern lifestyle, including the addition of a conservatory.

Along with a traditional craftsman-style design for the home, the new house features a kitchen with stainless appliances, a tile backsplash, granite countertops and a morning room.

The great room features a stone fireplace and a mantle made with reclaimed barnwood. There are two master bedroom suites on the first and second floor, as well. To highlight the couple's passion for music, art and



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CEDAR KNOLL BUILDERS

gardening, they incorporated an oversized home office on the backside of the home overlooking perennial gardens and a backdrop of white pines.

With the backstory of a rebuilding after a fire and the connection to the family history of the owners, Nicole says Cedar Knoll Builders considers this project one of the company's most unique homes.

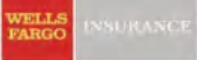
The project also displays the best of Cedar Knoll Builders' capabilities.

"I feel this home really showcases our talent in the homebuilding industry and sets us apart from other builders," Nicole says. "Because of stories like this one and great customers to work with, we are re-

minded that this is why we do what we do. We are all about bringing someone's dream to life and making an impact on the lives of others wherever the job takes us."

Cedar Knoll Builders intends to continue treating its customers like a part of the Campbell family in order to maintain ongoing growth. The company intends to expand its volume and product line, growing its commercial business, and gain more of the custom home market over the next few years, according to Brian.


"Five years from now, I see the company continuing to serve our consumers with technology, high-energy efficient homes, sustainability and the highest level of service available," Brian says. **M**



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RANIERI & KERNS ASSOCIATES LLC



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BEYOND HOMES AT RKA LLC

RANIERI & KERNS ASSOCIATES HAS PENETRATED THE COMMERCIAL CONSTRUCTION MARKET, RELYING ON ITS RESIDENTIAL EXPERTISE.

by brian salgado



➤ Ranieri & Kerns Associates built its reputation on quality residential work to enter the commercial market, applying its strengths in project management to ensure each project is successful for every client.

RANIERI & KERNS ASSOCIATES

(RKA) LLC always has had a well-established reputation for delivering residential projects with unparalleled quality and attention to detail. However, the Great Recession motivated the company to enter new markets, and today, RKA is bringing this same commitment to quality to commercial projects.

"We're diversifying ourselves so we're not doing the having-all-our-eggs-in-one-basket kind of a thing," partner Thorne G. Ranieri says. "We've evolved to do some commercial work, especially specialty higher-end commercial work."

RKA was founded in 1996 by Ranieri and Andrew Michael Kerns Sr. Ranieri found his passion early in life by learning about architecture from his grandfather, James Lee Thorne.

Ranieri went on to work in various

RANIERI & KERNS ASSOCIATES (RKA) LLC



building trades as well as an architectural firm while attending Temple University's School of Architecture and Landscape Architecture.

This is where Ranieri met Kerns, who had experience working for architects and engineers in high school as well as for numerous building trades during summers.

Growing in Stature

RKA originally performed residential renovation projects such as small additions, pool houses and decks.

The projects RKA undertook continued

to grow in size and complexity over the years, morphing into multimillion-dollar custom homes, large additions and massive renovation jobs.

No matter the size and scope of a project, RKA devotes the same level of commitment and attention to detail to every job.

Complete Dedication

According to Ranieri, every RKA project has a dedicated superintendent who oversees daily operations on that specific job.

Ranieri, Kerns and the company's gen-

eral manager serve as project managers, each of whom have five to eight projects at any given time.

Customer Satisfaction

Ranieri believes this dedication to project management is why RKA's customers rarely have a complaint about the company's performance.

"Along with our high-end product, we're also known for how happy our clients are once we're finished," Ranieri says. "I would say 99 percent of our projects end on un-

RANIERI & KERNS ASSOCIATES (RKA) LLC



believable terms with thrilled and happy clients at the end of the day.

"We maintain contact with them long after their projects are completed, as well," Ranieri adds.

Total Honesty

Offering unprecedented levels of transparency during the estimating and proposal process also helps keep clients happy, according to Ranieri. He says RKA uses a five-page Excel spreadsheet based on construction industry standards to show clients profit and overhead percent-

“Along with our high-end product, we’re also known for how happy our clients are once we’re finished.”

THORNE G. RANIERI, PARTNER

ages for a number of categories within each project.

"This helps clients feel comfortable, and they know exactly what they're paying for," Ranieri says. "There are not too many other people in the industry doing that."

Commercial Capabilities

Despite its prowess in residential construction, RKA showed it had the chops for commercial construction recently when it performed renovation and addition work for Valley Forge Flowers in Wayne, Pennsylvania.

Valley Forge Flowers purchased a new

RANIERI & KERNS ASSOCIATES (RKA) LLC

building that would house retail space, a flower shop and a café. RKA relied on its vast experience in the residential sector to construct a kitchen used to film cooking shows and additional café space for the business. RKA also built the barn on the same site for Valley Forge Flowers, a new building constructed just 100 yards away from the retail center that features a stone silo and timber beams.

Learning Curve

Through this and other commercial projects RKA has undertaken in the last few years, Ranieri says the company has learned how much

Ranieri & Kerns Associates proved its commercial mettle recently with a project for Valley Forge Flowers in Wayne, Pennsylvania. The project included building a barn with a stone silo and timber beams.

easier it is to work in this sector. Commercial clients understand the importance of adhering to a budget to keep costs in line, and they manage their expectations accordingly.

"Dealing with residential clients is harder than dealing with commercial clients," Ranieri says. "They understand that things cost money and they know where those costs come from. Some residential clients don't get it and don't understand why things cost so much."

Commercial projects also bring with them stancher standards, stricter schedules and more bosses, however.

"We learned how to deal with a commercial client, which often has a board and lots of other things that are different in scale from a residential project," Ranieri says. "We learned how to keep to a tight schedule and control the subs, vendors and suppliers so we could coordinate things so the timing was met."

Loyalty Pays Off


It certainly helps that RKA maintains strong relationships with the subcontractors it uses for its work. Ranieri says the company has multiple trades for various tasks, including plumbing, HVAC, lumber and carpentry.

"Our relationships with all of them are great and couldn't be better," Ranieri says. "We always know what the other one is thinking."

Now that RKA has a couple successful commercial projects in its portfolio, Ranieri believes the company is ready to take on larger jobs, no matter the sector. With the Great Recession growing smaller in the construction industry's collective rearview mirror, there is no telling how much RKA can grow.

"We need to keep growing and take on bigger and better projects," Ranieri says. "We can do larger-scale residential projects and larger-scale institutional projects, and we'll keep making people happy." **M**

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📍 H&R Homes Remodeling Inc. expanded in 2014 to include a new retail location, meant to show homeowners the variety of products available.

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H&R HOMES REMODELING INC. OFFERS ALL THE
HOMEBUILDING AND REMODELING PRODUCTS AND SERVICES
ITS CLIENTS NEED IN WESTERN MASSACHUSETTS.

by brian salgado

ANY CUSTOM HOMEBUILDING and remodeling company can follow design specs to complete jobs for clients. However, it takes interpersonal connections and attention to detail to truly make customers' dreams become reality. Hunter Marosits of H&R Homes Remodeling Inc. revels in making sure his clients get exactly what they want.

"One-on-one attention – that's the biggest thing my customers love about working with us," says Marosits, who has taken over the family business from his father, founder Helmut Marosits. "Communication is huge in our business. I always push my customers to ask questions, I love questions. I'd much rather have you ask me a question and I answer it than have you stay up at night wondering."

Hunter Marosits grew up in the family business Helmut launched in 1979. After working in the home improvement industry throughout the late 1960s and most of the 1970s, Helmut left his employer, Tilo, to start H&R Homes. Originally founded in Ludlow, Massachusetts, Helmut primarily focused on renovations before beginning to build custom homes in the Ridgecrest area of Westfield during the early 1980s.

Growing up alongside his father and working for the company in summers as a teenager, Hunter learned about hard work and long hours.

"My dad is one of the hardest working people I know, and I learned a lot from him," Hunter says.

In 1999, Hunter graduated from Bentley College and joined the company full-time in sales. Hunter was named vice president of H&R Homes in 2001. In 2005, he expanded the company's territory eastward by opening an office in Sturbridge, Massachusetts. In 2011, Hunter took over ownership of H&R Homes.

As Hunter has taken the reigns of the business, H&R continues to offer custom homebuilding services. However, remodeling remains the driving force of the business – especially kitchens and outdoor spaces – as the effects of the Great Recession are not as prevalent.

"We are mostly spec home builders, but the local market has been too volatile for us the

H&R HOMES REMODELING INC.

last few years," Hunter says. "However, we are currently looking for lots and ready to start up again."

H&R focuses on the upper-end home-building market, building homes ranging in size between 3,500 and 5,000 square feet.

Kitchen remodeling jobs are the No. 1 revenue source for H&R these days. According to Hunter, this segment of renovation construction suits his company because there is more skill and expertise required for these types of jobs vs. other renovation projects.

"It has a few more barriers to entry than standard remodeling," Hunter says. "Anybody can get a pickup truck and tool belt and install windows in a house. For kitchens, you have to have extensive construction knowledge, great craftsmen and a showroom to be successful."

Products on Display

In 2014, H&R purchased a new retail location with a showroom displaying a variety of products and building materials. Located on Route 20 in Wilbraham, Massachusetts – where approximately 30,000 vehicles drive by daily – the showroom features products homeowners, builders and renovators can use in their projects.

"We have a couple full-sized deck displays with multiple decking choices and railing options, too," Hunter says. "And a complete Wellborn kitchen display featuring numerous cabinet options, LED lighting, and racks of hardware and cabinet samples – our customers seem to really like the setup."

"This is new and exciting for us because we're also reaching out to a lot of builders in



“My plan for the future is to open a complete design center offering homeowners and builders a one-stop shop.”

HUNTER MAROSITS, PRESIDENT AND OWNER

the area, so we get to sell them cabinets through our Wellborn Cabinet dealership," Hunter adds. "I'm always looking for opportunities to bring more products in house. My plan for the future is to open a complete design center offering homeowners and builders a one-stop shop for all of their design and product needs."

H&R's current showroom is about 1,000 square feet, but Hunter has plans for a larger design center, either on site or another location nearby.

Hunter envisions adding a design center

to his company's operations to truly become an all-encompassing firm for his customers' needs.

"We want to handle everything from design, sourcing materials direct and impeccable install," he says. "We'll be able to offer our customers lower pricing and a little more profit for our bottom line. To me, that is a very solid business model that will serve us and our customers nicely."

Lifelong Clients

H&R recently completed a renovation of an entire home owned by the same family for over 55 years. It happened to be owned by two generations of repeat clients for the company.

The new owner approached H&R Homes to renovate her childhood home after her mother had passed away and she inherited it. Her parents had not updated much of the interior of the home since the 1960s. H&R had been hired to upgrade the exterior of the house about 10 years ago, but the interior was vastly untouched, according to Hunter.

"There were plenty of reminders of the '60s – including shag carpeting and mustard-colored linoleum in the kitchen," Hunter says.

The homeowner sold her new condo to move into the home, but since she has the early stages of multiple sclerosis, she required much of the home to meet the standards of the Americans with Disabilities Act. To accommodate her needs, H&R facilitated in the installation of a chair lift into the basement laundry room, widened some doorways and prepared various portions of the house for future upgrades when her mobil-

👉 H&R Homes Remodeling Inc. always is looking for new ways to offer more products. Plans for the future include a one-stop shop, a complete design center.

H&R HOMES REMODELING INC.

ity inevitably declines.

"We made the whole house work better," Hunter says of the Cape Cod-style home built in the 1940s. "The entire first floor is new, new kitchen, bathroom, floors, ceiling, paint, windows, electrical, plumbing, you name it, we did it."

Hunter worked closely with his customer to make the selections for all the products and overall design of the space. The customer wanted the home to have a beach theme and various materials and color palettes were chosen to give her the look she desired.

"We're almost two hours from the ocean, but my client wanted to feel like she was on vacation at a beach – the project really tied

everything together nicely" Hunter says.

"We also saved and reused many things like glass door knobs and crown molding her father installed decades before. My crew and I were very aware of the attachment she has to the house, it was really special to be part of."


Because of the personal connections on this project, it has sentimental value for

everyone involved. Hunter says a time capsule was placed within the bathroom wall for future generations to discover, and his customer was able to move back into her childhood home as it now has a new lease on life.

"She was so happy with the way it all came out, it was very emotional for her," Hunter says. "Our projects are about more than just making money." **M**

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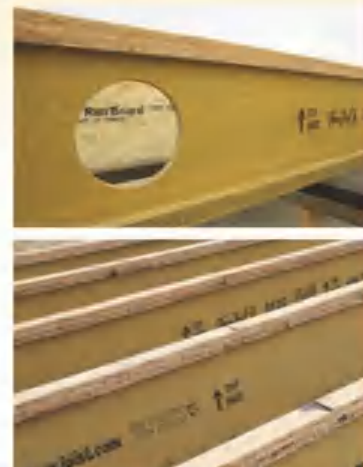
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SERVING CLIENTS ALONG THE NEW JERSEY SHORE, LONGTIME BUILDER KEVIN CASEY CREATES CUSTOM OCEANFRONT LIVING.

by kecia bal

THE EASY ELEGANCE of a beautiful shore home is a dream for many homeowners.

But hands-on custom homebuilder Kevin Casey understands – and is willing to invest – the time and energy required to build an oceanside gem, and it's anything but easy. Take shingle-style exteriors, for example. The look is iconic when it comes to homes along the shore, but doing it wrong can lead to trouble.

Kevin Casey Builders takes his time with each build, taking on two or three high-end residential projects a year.

"It takes a lot of detail to do it right," he says. "You have to have the people who want to build that kind of a house. I think, in the long run, if you provide that detail, your work will start to speak for itself. Providing

Kevin Casey Builders applies a hands-on approach to homebuilding with an attention to detail that makes the company a leader in the New Jersey Shore residential market. People look to the company for shingle-style and other classic beachy homes.

KEVIN CASEY BUILDERS



the quality and doing each part of a home the right way is a good investment.”

Experienced Creativity

And Casey should know.

He started out decades ago, working for other builders. Unlike some who aim for entrepreneurship from the start, Casey’s company unfolded organically.

“I was working for someone and took time off to build a house for myself,” he says. “When I was building it, friends would ask me to do an addition, and then it grew into building homes.”

“This is the house they will probably have for the rest of their lives. I want them to get it right.”

KEVIN CASEY, OWNER

Casey says he found satisfaction in a job well done, and the freedom to work at a pace he felt was best for the homeowner and final results.

Today, he applies the same mentality to his crew, his subcontractors and to their projects.

“I think we’re very personal with the clients,” he says. “I probably should push clients more on decisions, but I don’t want to rush people. This is the house they will probably have for the rest of their lives. I want them to get it right.”

Along the way, Casey has built relation-



ships, too. His clients know they can call him, even after a project is complete. When Hurricane Sandy hit the shore, the Kevin Casey build team rushed to help clients return to normal.

"We become friends," he said. "Some of those houses had damage when water came up. It was never a question of, 'Can we do it?' It was, 'When?'"

Higher Standards

Now, with more than 30 years in the business, Casey and the company's team members pride themselves on their perfectionism –

consistently creating classic New England and shingle-style custom homes with meticulous standards and a mission to exceed client expectations.

Today, those expectations are ever expanding, from technology to finishes.

"They want all the options," Casey says. "That means intricate trim inside and out and high-tech elements: cameras and lighting control and remote access to locks and thermostats."

Online outlets, such as Houzz, offer homebuyers more ideas than they previously had access to, and Casey said he's

Despite requests for additional homes, Kevin Casey Builders sticks to a few homes per year, delivered with a quality-first mentality. Limiting the number of projects allows the company and its subcontractors and tradesmen to focus on every detail and provide better customer service.

happy to accommodate, no matter how elaborate.

"Someone can show me a picture, and I know we're on the same page," he says. "The Internet helps tremendously when you're doing the type of houses we're doing."

The company has maintained steady work through the years with referrals from

KEVIN CASEY BUILDERS

trusted architectural partners, such as Rice and Brown Architects – also known for their shingle-style homes – as well as word-of-mouth from satisfied clients.

"I think the architect-builder-client relationship is very important," Casey says. "It takes input from the client, builder and architect – all three of us working together to accomplish the architect's vision and the client's expectations to achieve a high quality unique, personalized home."

The company garnered national publicity with a 2007 build featured as a top-10 beach house on the HGTV. Built for an architect, the home was replete with details to delight a beachgoer like lockers

and cubbies for surfboard racks and gear and an outside shower that lead directly to an inside bathroom.

The Right Track

Casey attributes the company's success to close oversight of projects and a strong team.

"I have a very talented team of employees, and I try to create a work environment where they want to come to work," he says. "It's the same with the subcontractors. I appreciate the extra time they give, and if it takes longer, I understand. I want it to be efficient, but I want it done right, the first time." **M**



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TED FLUEHR JR. CUSTOM HOME BUILDERS



TED FLUEHR JR. CUSTOM HOME BUILDERS

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WITH OVER 650 HOMES ALONG THE JERSEY SHORE IN THE COMPANY'S PORTFOLIO, TED FLUEHR JR. CUSTOM HOME BUILDERS HAS BECOME ONE OF THE MOST TRUSTED BUILDERS ON LONG BEACH ISLAND, NEW JERSEY.

✎ Building beautiful custom homes is part of the family business for Ted Fluehr Jr. Custom Home Builders.

TED FLUEHR JR. CUSTOM HOME BUILDERS

FAMILY-OWNED AND operated Ted Fluehr Jr. Custom Home Builders – now led by TJ Fluehr III – has built a reputation for quality custom homes along the Jersey Shore.

The company was founded in 1978 and the family legacy continues with a second generation now helping clients land their dream homes through either a design/build process or by helping them procure their own plans through an architect, the company says.

Design Approach

The company doesn't rush homebuyers through the design process, instead encouraging them to focus time and energy on this important step. Ted Fluehr offers a full range of design services, from conceptual sketches to CAD drawings.

"We encourage our clients to begin design early and spend plenty of time in between design meetings to consider the concepts – to 'live in the design,'" the company says.

When clients choose to procure their own plans, the Ted Fluehr team stays closely involved through the design process to ensure the homeowner chooses a plan that will fit perfectly.

"Rather than be pigeonholed to one architectural style, we assist our clients in interviewing several local architects that we feel are the best in the business," the company states.

Family Values

The company's name has come to mean quality, and that continues under the leadership of TJ Fluehr III, who guides a team of professional project managers with extensive experience in the industry, the company states. Those project managers are trained to build according to the highest standards for custom building defined by Ted Fluehr, according to the company.

TJ Fluehr III grew up the son of a homebuilder, the company says, learning the aspects of the craft since his childhood while working during the summer for his father.

"I always thought of my father as a great builder on a large scale and knew that I wanted to follow in his footsteps as I joined the company," TJ Fluehr III says in a statement.

Fluehr works with all of the company's clients from the inception of their project – assisting in architect interviews, aiding in the selection of a building site and overseeing construction.

Using a customer design or architect plan, the team personally consults with each customer in the company's Surf City, New Jersey, office. The company also offers a product showroom to help customers understand their needs and consider a broad assortment of unique building materials, finishes, lighting and other design options, the company says.

Leading Customer Service

Ted Fluehr Jr. Custom Home Builders' customer assistance is comprehensive and includes considerations for zoning and permitting, CAFRA waterfront approvals, LEED certifications and also financing options, according to the company.

"A two-generation, family owned business, Ted Fluehr Jr. Custom Home Builders stands above the competition by offering a full-time office staff and design consultant, in-house master and trim carpenters, a fleet of company owned and managed vehicles and over \$5 million in comprehensive insurance," the company states. "Ted Fluehr Jr. Inc. has built a reputation for quality and integrity, operating under the same business name and state license since 1978."

Company founder Ted Fluehr Jr. still joins his son in business operations and he has watched as the company evolved into what it is today: a leader in custom homebuilding for its region.

"In 1978, I built my first house," Ted Fluehr Jr. said in a statement. "Back then, we used to do everything. Over the years, our business grew to include subcontractors and has become more specialized. Many of our subcontractors that work for me have been with us for 35 years. Some of their children are working for us alongside their fathers. TJ works closely with our subcontractors on every job site making sure everything is right."

Satisfied Clients

TJ Fluehr brings enthusiasm and an eye for detail he cultivated from working alongside his father, the company says. The family's hands-

TED FLUEHR JR. CUSTOM HOME BUILDERS

on approach and personalized process is part of the reason the company says homebuyers should choose the established company.

"We place customer satisfaction above all else and work closely with each client," the company states. "Our many years of repeat customers, in addition to personal friendships developed with many of our customers over the years, testifies to our devotion to each customer's enjoyment of the finished product."

Trusted partners also ensure a smooth and successful project, the company says.

Taylor Made Cabinets, based in Manahawkin, New Jersey, has

worked with the company to offer a wide selection of beautiful custom cabinetry to Ted Fluehr Jr. Inc.'s clients.

The results of maintaining long-term relationships with quality subcontractors are homes that consistently meet the company's high standards, the company says.

"Our staff takes pride in the workmanship of our homes and pays special attention to all the details," Ted Fluehr Jr. Inc. states. "We work with top notch trade partners from foundation to financing that ensure [clients] unparalleled attention to detail, professionalism and quality in [clients'] home experience." **M**

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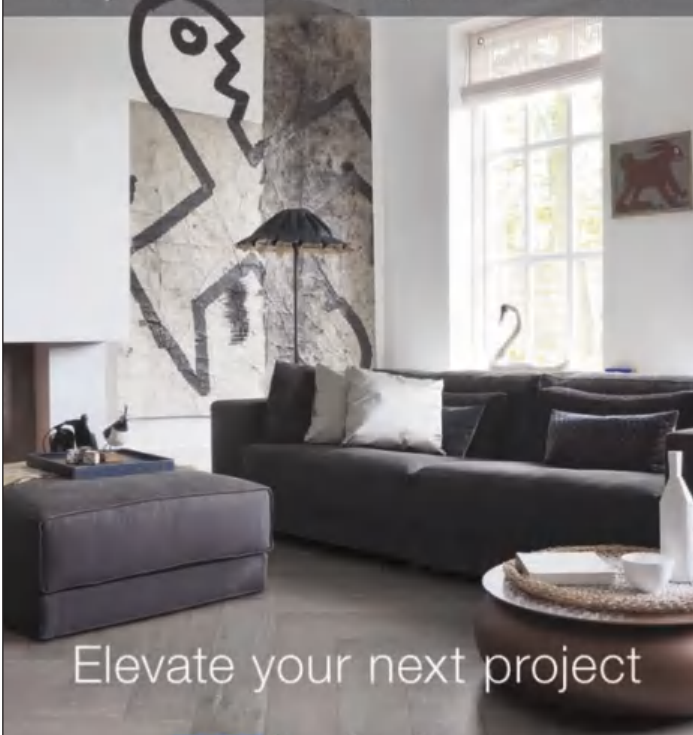
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DESIGNS WITHOUT LIMITS

AS AN IN-DEMAND DESIGNER/ BUILDER, HAVENCREST HOMES DELIVERS ON ITS TAGLINE: "IF YOU CAN DREAM IT, WE CAN BUILD IT."

by kecia bal

CATERING TO THE custom home market requires extensive listening skills and attentiveness to trends.

With 15 years in the business, Havencrest Homes, serving Indianapolis and the surrounding areas, has proven its mettle in the high-end homes business, creating houses ranging in price between \$500,000 to \$2.5 million. The company also offers spec homes that meet the demands and needs of modern homebuyers.

"We really are passionate about home design and construction," owner Marcy Lewis says. "It's not just a job. We really just love to take ideas from our customers, translate those ideas into a plan, and then

HAVENCREST HOMES

take them through the process of bringing those ideas to life. It's their vision, but it's our passion."

Recognizing and predicting market changes has been the reason for the company's growth over the past 15 years, even through tough economic times.

"We adjusted our product according to the market during the downturn," Lewis says. "We abandoned large spec homes in favor of smaller but higher quality homes, and began offering custom renovations. Because we were already small and nimble, we reacted and adjusted to the market while other builders who were no longer relevant disappeared."

The company's size can also affect its visibility, but quality work results in helping would-be homeowners discover the company's capabilities.

"Because we are small, it's hard to get noticed and get the attention of customers," Lewis says. "When they do find us, however, they are surprised and relieved that they have found a builder that will take their vision and translate it into a high quality home."

Staying Connected

Because the Havencrest team is hands-on and committed to building homeowner wishes, the company also has a pulse on shifting trends.

Lewis says more homeowners are leaning toward something she calls "cocooning."

"They still want to workout, play basketball and watch movies – they just want to

“They still want to workout, play basketball and watch movies – they just want to do those things at home.”

MARCY LEWIS, OWNER

do those things at home," she says. "We are being asked to build those elements into their homes."

On a current project, a 15,000-square-foot home, the company is incorporating a gymnasium and a theatre – an item that has become commonplace in the homes Havencrest builds.

"I also see outdoor living becoming very important," Lewis says. "Homeowners want to use the square footage that they pay for, so every room needs to serve a function. It isn't enough to just have a

patio space; function and convenience must be built in. An outdoor fireplace with a built-in pizza oven, refrigeration, custom hardscaping, lighting and other elements are now standard."

Heart of the Home

Lewis believes the most important area of a home remains the kitchen and hearth room, and the company devotes particular attention in those critical areas.

Elements that improve homeowners' day-to-day living are functional space, smart appliances, food storage and easy clean up elements.

"Kitchens are larger and have multiple specialized functional areas," Lewis says. "Lowering the counter top to 30 inches on a 4-foot section and adding pull-out cutting boards creates a baking prep area where dough can easily be rolled out and other ingredients easily handled. An additional dishwasher drawer eliminates the need to stage dirty dishes in a visible area.

"More importantly, however, is designing to accommodate the homeowner's lifestyle," she adds. "Refrigeration is now specialized and located where it is needed."

That means freezer-only stacks are in the pantry and under cabinet refrigeration in the kitchen island stores produce, and drawers are integrated anywhere the convenience of a cool beverage is needed.

"Wine connoisseurs want to protect

HAVENCREST HOMES

↙ Havencrest Homes incorporates details to delight homeowners and to reflect their personal tastes and lifestyles, from functional elements to decor.

HAVENCREST HOMES

their investment but no longer want their bottles in a dusty cellar, and integrating wine storage units in the kitchen, pantry or bar area allows wine to be stored, chilled, and protected from heat and light," Lewis says. "In order to not detract from the overall decor, refrigeration is integrated into the cabinetry and simply disappears into the decor."

Extending Luxury

In bathrooms, homeowners want to enjoy the luxury of a spa atmosphere, another area where the company exceeds expectations, starting with a custom shower with heated flooring and

Building on the success Havencrest Homes has experienced in high-end homes, the company may expand into new price ranges, keeping its reputation for quality and on-trend details. Owner Marcy Lewis says she wants to offer more people the opportunity for a quality custom home.

seating with a steam generator for an in-home steam room. The company also installs multiple shower heads, body jets and body sprays, all personally calibrated, so homeowners can take advantage of a water-massage during a hot shower.

A tub with body jets can be situated in a serene corner, augmented by ample horizontal space for more of the spa details, such as candles and bath salts.

And a whole-house audio system will allow the homeowner to listen to custom play lists or access their favorite radio stations, and custom lighting options, including rope lighting and wall sconces, set the mood and further the ultimate goal: the feeling of a spa-like retreat at home.

"Whatever our customers want to feel pampered, we accommodate," Lewis says. "That's whether it's a custom shaving sink or an area for facial treatments."

"Popular luxuries include built-in towel warmers, heated towel niches and built-in coffee/cappuccino machines," she adds.

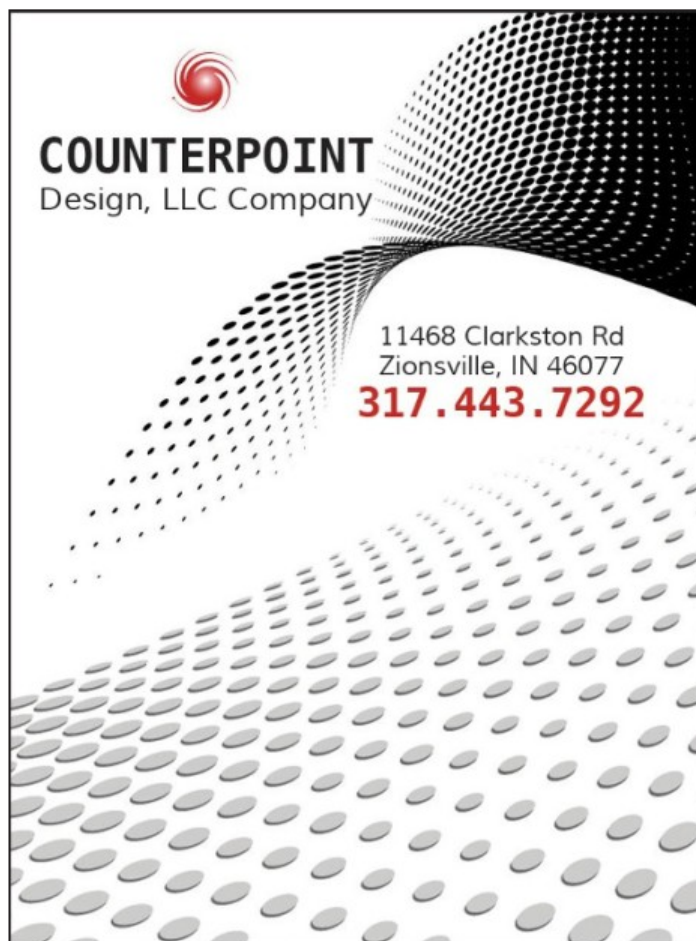
Expanding Markets

As homeowner desires take on new dimensions, and the market fluctuates, the company will continue to adapt to evolving needs and environments.

"The market is vastly different today than it was 12 to 15 years ago, and so are we," Lewis says. "We continue to change with the market, and it will be interesting to see what we look like five years from now."

Lewis says the team plans to take the quality and service that provided to the higher price ranges and offer it to a new market of homeowners, those ready to take a step up from production homes.

"We want to offer the market the opportunity to have more choices, better quality, and the ability to customize their home," she says. **M**





ELEVATE BUILDERS INC.



ELEVATING THE CUSTOM HOME BUSINESS

ELEVATE BUILDERS INC. BRINGS CUSTOM HOMES
TO THE MASSES IN THE TWIN CITIES AREA BY CATERING TO
HOMEBUYERS WITH A RANGE OF BUDGETS.

by brian salgado

THE BUSINESS MODEL for Elevate Builders Inc. of Chisago City, Minnesota, is simple – every potential homebuyer deserves a chance to design the custom home of their dreams, no matter their budget.

“We allow custom builds no matter what the price level of home [customer’s] build,” says Eric Haseltine, owner and president of Elevate Builders. “We don’t build the same home twice – we always put a personal twist or touch to every home we build. That’s not common in the entry- to mid-level market, which we are proud of.”

Elevate Builders was founded in May 2013 when the housing market started its rebound after the Great Recession.

However, Haseltine says the company’s staff has over 35 combined years in the building business.

The company builds its homes in Minnesota’s Twin Cities area as well as in western Wisconsin, and the company is a member of the National Association of Builders and the Builders Association of the Twin Cities (BATC).

Gone are the days when the square footage of a home was the top priority for homebuyers interested in customizing their home. According to Haseltine, that means homebuyers focus

Elevate Builders maintains an attitude of a “small company with big goals,” as owner and President Eric Haseltine describes it, and the firm makes sure employees have the proper training to make customers feel like the top priority.





ELEVATE BUILDERS INC.

more on the functionality and price of their custom homes, which lends itself perfectly to Elevate Builders' philosophy.

"Every home is custom-designed with personal touches added, and we still keep them affordable and competitive with competitors' tract-built homes," Haseltine says.

Cost Efficiency

Elevate Builders maintains costs on its homes by going through a thorough planning stage with its clients before breaking ground on a new project.

This process lasts about 30 days, but Haseltine says it is well worth it for Elevate Builders and clients alike.

"We make sure every detail is priced and discussed so there are rarely any surprises during the build," Haseltine says. "The only times we vary from the plan is if the homeowner decides they want a change mid-build, and we accommodate them based on their budget."

Once the planning process is complete, Elevate Builders works closely with its subcontractors and project leads to determine the schedule for the job. The company's relationships with its subcontractors are of utmost importance for Elevate Builders, according to Haseltine, considering everything that is at stake on every custom home project.

"There are many moving parts in successfully building a custom home, and if you cannot rely on your subs to perform to your expectations, you will most definitely fail," Haseltine maintains. "They have to rely on

“Every home is custom-designed with personal touches added, and we still keep them affordable.”

ERIC HASELTINE, OWNER AND PRESIDENT

you to keep them busy and pay them on time, also."

Communication is Key

No matter the size and scope of the home, communication is the most important factor for success, Haseltine says. Considering the countless moving parts involved with custom homebuilding projects, it is essential for all parties involved.

"We truly learn from every job, but the biggest thing that stands out is constant communication with clients and subs throughout

the build process," Haseltine says.

Along with the quality construction and a variety of custom features, Haseltine says Elevate Builders delivers unparalleled customer service. According to Haseltine, Elevate Builders has a history of 100 percent customer satisfaction, which has helped the company compete against larger builders that have been in business longer.

"We have built lasting customer loyalty in a short amount of time," Haseltine says. "There is not a customer we have built for that would not build again with us or refer us, which is a huge accomplishment."

Customer Satisfaction

Client satisfaction on this level does not happen by accident. In fact, Elevate Builders maintains an attitude of a "small company with big goals," as Haseltine describes it, and the firm makes sure employees have the proper training to make customers feel like the top priority.

"We value our reputation above all else, and we strive to give every client complete satisfaction," Haseltine says. "Our employees are the backbone to this company and are treated as such."

"We make achievable goals and give the project leads the necessary tools to accomplish more year after year," Haseltine continues.

Elevate Builders sends employees to continuing education courses at the BATC as well as vendor or supplier training sessions on new products in the building industry, ac-



be.YOU.tiful

Now that many homebuyers are more interested in form and functionality in their homes, Elevate Builders aims to give everyone the custom homebuying experience.

ELEVATE BUILDERS INC.

according to Haseltine.

"Our business is constantly evolving, and our goals are to grow," Haseltine says. "And with that comes advancement of current employees."

Ongoing Growth

Elevate Builders aims to grow to 30 to 40 custom homes a year by relying on the staff it is building up from within. With three developments in various stages of construction – Concord Hills in Inver Grove Heights, Minnesota, Kennedy Estates in Wyoming, Minnesota, and

Elevate Builders maintains costs on its homes by going through a thorough planning stage with its clients before breaking ground on a new project. This process lasts about 30 days, but owner and President Eric Haseltine says it is well worth it for Elevate Builders and clients alike.

Raspberry Hill in Chisago City – Elevate Builders is in an enviable position for continued expansion.

"We hope to expand our presence in the Twin Cities market and get more into developing our own communities, as well," Haseltine says. "We have a solid employee group that works very well together and continues our exceptional customer satisfaction record." **M**



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by kecia bal

INTEGRAL TO THE Fitzke Construction experience is its commitment to personal connection.

Fitzke Construction serves families and commercial clients in the Minneapolis suburb of Lakeville, Minnesota, where family values – trust and work ethic – still are an important part of the community, company owner Jaren Fitzke says.

Doing a job the right way – and not cutting corners – are some of the lessons Fitzke brought to the company from his background growing up on a family farm.

“We tell clients there will always be someone out there that does the job ‘cheaper,’” he says. “We don’t set out to be

➤ Fitzke Construction’s custom homebuilding output sits at two or three homes per year to maintain the firm’s personalized approach for each client.

FITZKE CONSTRUCTION



the cheapest. If the client is solely going to look at the bottom-dollar cost, we're not the right builder. We offer personalized attention to every home, as well as quality, value-driven products."

Strong Foundation

Hard work is another ideal he continues to uphold. After his upbringing and working alongside his family, Fitzke followed his passion for building, starting in residential construction in 1997 while he was still in college. Fitzke worked as a carpenter laborer for Paradis Construction of Mankato,

“We know everything that we need to know about what they want in a new home.”

JAREN FITZKE, OWNER

Minnesota, learning firsthand how to construct the bones of a home. In 1999, after earning his bachelor's degree in construction management, Fitzke accepted an internship with a large, national homebuilder, quickly moving up the ranks to senior construction manager.

The value of providing consistently positive customer service sticks with him to this day – though Fitzke Construction's model is somewhat different: staying small to maintain that customer-centric service.

Though the company has seen increased growth as the local economy recovers from



the Great Recession, Fitzke says the aim will never be to imitate a mass-production-style builder.

"We try to control the amount of growth we undergo, because if we got too big, we would lose our most valuable asset, and that is the constant contact we have with our clients," he says. "What we offer is a personal relationship in a professional setting. The clients we have become family. We know everything that we need to know about what they want in a new home."

That close connection leads to custom homes that meet a family or individual's

needs and wants and a home that accommodates their lifestyles. By offering the gamut of services that could be housed under the custom-home umbrella – including help with sales of existing homes, full-service design and financing all the way through construction management, insurance and interior design – Fitzke Construction offers homeowners a simplified, more enjoyable build process.

One Contact

"As a small builder, I can offer more personalized customer service," Fitzke says. "I am

Fitzke Construction works to integrate in-demand elements into its custom homes, leading the local building industry by proving the value of some of those new techniques. It is part of the company's dedication to offering homebuyers a simplified, enjoyable building process.

the one point of contact for sales, construction and the warranty. All my clients like having one point of contact; they always know who to call. I also have the flexibility to make changes and customize each home to exactly what the client desires."

The company is able to maintain flexibility, even once work has started on a custom home project.

FITZKE CONSTRUCTION

"Sometimes the client changes their mind during construction," Fitzke says. "I tell the client, 'You're paying all this money for this home, you should have it the way you want.'"

Fitzke keeps the company's custom home production to two or three per year to maintain the company's one-on-one approach. The company also takes on additional work, with a broad scope of capabilities but the nimbleness of a small, hands-on company.

"We will look at doing anything from some simple repairs for a customer to sell their existing home, to building them their million-dollar dream home," Fitzke says.

Though company has a team of professional architects, home de-

Fitzke Construction offers the gamut of services that could be housed under the custom-homebuilding umbrella, including help with sales of existing homes, full-service design and financing all the way through construction management, insurance and interior design.

signers, realtors, interior designers and construction loan and mortgage providers to support its services, clients have access to Fitzke during the process, too.

"I try to make myself accessible to the client all the time," he says. "Each of them has my cell phone number and can call me anytime they have a question or just want to talk through something. After all, the client is the reason I am in business."

Tech Trends

Because the company relies on a straightforward approach, Fitzke Construction becomes a partner in the building process, staying ahead of trends by staying in tune with what clients need and want.

One area Fitzke sees becoming more important is innovation. Homeowners want homes that function well, using modern technology.

"There have definitely been signs of more interest in technology and energy efficiency," he says. "That's not just the younger buyers. Everybody seems to like the idea of controlling things in your home from a smartphone."

The company works to integrate those in-demand elements, leading the local building industry by proving the value of some of those new techniques.

"If it is available on the market, we can get it and install it in the home," Fitzke says. "We, ourselves, also focus on energy efficiency – how to build a better home. Buyers need to keep in mind better isn't always cheaper."

Fitzke says he feels he's found the perfect fit within the community, answering the call for quality homes.

"The future of this company is not much different than now," he says. "I mentioned that every client we have is like family. I just look to gain a bigger family."

"If we were to grow, and I were to hire different people to do different jobs, I would lose touch with the pulse of the operation," Fitzke adds. "Getting to know each client personally is important to me." ■

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HANSON HOMES INC.



A DECADE OF DEDICATION

HANSON HOMES INC. HAS BECOME A CUSTOM
HOMEBUILDER RECOGNIZED AS A QUALITY DESIGN/BUILDER
THAT GOES ABOVE AND BEYOND EXPECTATIONS.

by kecia bal

THE HANSON HOMES INC. TEAM of Grand Rapids, Michigan, seizes every chance to improve a custom home – at every stage.

That's part of the reason the company has been able to establish itself as a trusted builder since husband-and-wife design/builders Lindsey and Brian Hanson founded the company in 2005.

"Hanson Homes is a full-service design/build firm that has the architect, designer and builder on board working with the clients from the initial schematic sketches until after the home has been completed," says Brian, lead builder for Hanson Homes. "During construction, when we see an opportunity to make use out of 'wasted space' by adding storage or incorporating a built-in niche, we incorporate these details to the home. While the home is in framing stage and beginning to take shape, we spend a lot of time with our clients in the space to see how it will function for them."

That step offers a chance to consider final details that will help make a house a place that truly feels like home for buyers, he adds.

"This is our opportunity to add details and finishes that will make the home as personalized and functional for them and their lifestyle," Brian says.

The company builds three to five homes a year to maintain a hands-on approach.

"It is very important to us that we are the lead builder and designer on every project to ensure that our high quality standards are always upheld," Brian adds. "Our clients oftentimes choose to work with our team because they are working directly with the owners of the company throughout the entire process – the people who care most about their happiness and satisfaction."





Over the past decade, Hanson Homes has created award-winning residences that excel in craftsmanship and custom design.

HANSON HOMES INC.

Extra Mile

The company goes out of its way to ensure that each element of a home – including those not immediately visible – meet Lindsey and Brian's standards.

In fact, that “behind-the-walls” work is where the couple's expectations begin. The company uses 2-by-6-foot exterior wall construction to increase the overall quality of the home's structure as well as to allow for more insulation and a higher R-value, a measure of insulation's effectiveness.

“From small details like installing additional blocking where TVs

and hardware will be – or may be – mounted, to designing dual-furnace and air-conditioning systems for increased comfort levels, we build each home for functionality as well as beauty,” Brian says.

Lindsey, Hanson Homes' designer, says homeowners enjoy the thoughtfulness the company puts into creating functional layouts, too, such as larger kitchen spaces.

“We are designing larger kitchens that function as one of the main living spaces in the home,” she says. “The kitchen island is designed with extra seating to provide an area for family members to enjoy a meal, do homework/work or entertain guests.”

A focus on the “heart of the home” landed Hanson Homes a Best Kitchen award from the Home Builders Association of Grand Rapids.

Another fast-growing trend is the need for technology in a home and for homeowners to be able to monitor everything from their phone, Lindsey adds.

“Our media package includes features that allow clients to control all audio/visual components in the home from an app on their phone and many times will integrate the motorized shades, lights, garage doors and security system as well,” she says.

That element came in to play for the company's recently completed Parade of Homes project. This year, Hanson Homes put together an example of the company's attentiveness to features that improve daily living, such as a two-story window wall overlooking the region's Grand River, a two-sided fireplace between a great room and dining room and custom cabinetry.

Hanson Homes worked with the company TruMedia to make the Parade home a smart home, with all audio and visual components wired to a central location for a clean finish, surround sound throughout the home and an app to control all motorized shades, lights and garage doors. Though the company has received multiple honors from Houzz, especially for design elements, the ultimate reward is reaction to their work, Brian says.

“Our favorite recognition has been from our Parade of Homes visitors that make a point to walk through our homes because they recognize and love our quality, detail and designs,” he says. “That means the world to us and is why we continue to design and build.” **M**



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BASED IN AGOURA HILLS, CALIFORNIA, PRIVATELY FUNDED RENASCI DEVELOPMENT UNDERSTANDS HOMEBUYERS AND HOMEBUILDERS – FROM LOT TO HOME DESIGN.

by kecia bal



➤ Renasci Development's leadership team members make quality a top priority, along with understanding a customer's needs and wants in a home.



WITH A TEAM that has built thousands of homes, Renasci Development understands the market.

The experienced executive bench knows what families want in a home and have the added knowledge in educating themselves to know what other builders need when developing finished lots. The group has utilized their expertise and attention to quality and applied that to the company, founded in 2013. It has taken off successfully, especially in northern California.

Renasci is taking several neighborhoods to market, designing contemporary homes

that are energy efficient, attractive and meet the diverse needs of today's families. At the same time, the company is looking for potential projects where lots can be developed – for Renasci or for other builders.

"My focus is across the entire spectrum of the residential space," CEO Steve Kessler says. "We have a homebuilding operation that's active, and I am always looking for the right entitlement project that I can ultimately build out, or opportunities that are larger and need land development work where I can develop lots for other builders."

The approach has won the support of

important capital providers, such as Rialto Capital and KFG Residential – a formidable vote of confidence for the team who came together to launch the company.

"We're very thankful for those private equity shops backing us," Kessler says. "We hope to do great things with them in the future as we expand our footprint throughout California and certainly northern California."

The investor partners share in the vision of pursuing development opportunities and enjoy the rewards of creating a special place of memories – home.



The company recently opened models for three new neighborhoods in the El Dorado Hills, just east of Sacramento, California: the Willows, the Elms and the Oaks. Grand opening for the first, 19 homes in the Willows, occurred recently with the other projects – 47 Elms and 17 Oaks – slated for January 2016.

The company anticipates starting development on its most recent acquisition in the fourth quarter of this year. It will also be in El Dorado Hills and will include 28 large lots with all single story homes.

The homes showcase the future of home



RENASCI DEVELOPMENT

design with efficiency, innovation and convenience.

The newly constructed homes are designed to provide what today's families and future families want, from open floor plans to inviting entertainment areas, gracious kitchens, ample closet space and spa-inspired master baths.

The homes also aim for a higher standard of energy efficiency, with solar power, dual-pane windows and radiant barrier roof sheathing, to name a few elements that should make the homes up to 30 percent more efficient than homes built 10 years ago. The cost and environmental savings of buying a new home at the Willows can add up, yet homeowners are looking for the health benefits associated with state-of-the-art ventilation and air-sealing techniques,

Kessler says. An energy-conscious focus is now a baseline for most builders, he says.

A commuter-friendly setting just 22 miles east of the job center of Sacramento, as well as Folsom, the communities are located close to some of the highest-rated schools and some of the best restaurants in the area. The neighborhood is gated and sits on the border of Folsom and El Dorado Hills. Additionally, the location is within close proximity to Folsom Lake, Lake Tahoe and the many recreational amenities in the area.

"We're a new builder," Kessler says. "We don't have a brand that's been around for a decade. We would hope, when families look at the executive team's background – we've built thousands of homes,



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RENASCI DEVELOPMENT



all very high quality – that they recognize our capabilities and our values. A reputation is something that will build over time and our homes will speak for themselves. I think quality is No. 1 and understanding our customers is key.”

The executive leadership team at Renasci has been building communities people love to call home throughout California for over 100 years with their combined experience. Between the four lead executives, led by Kessler, the Renasci management team has successfully developed thousands of lots and built thou-

“I think quality is No. 1 and understanding our customers is key.”

STEVE KESSLER, FOUNDER AND CEO

sands homes. Kessler’s career has been influenced by his work for the most pre-eminent public and private homebuilding and development companies in Southern California. He has been involved in all facets of residential real estate develop-

ment, often during fluctuating cycles, and in 2003 was appointed division president of Trimark Pacific Homes.

Throughout his career, he has built over 2,200 homes. He also has been responsible for the acquisition, disposition, entitlement, development and/or homebuilding of over 9,500 lots, 3-million-square-feet of industrial space – and the subsequent disposition of many of those properties – resulting in hundreds of millions of dollars in revenue.

He personally has raised or has been instrumental in the process of raising over \$300 million in capital for real estate investment.



Renasci Development's leadership team has an in-depth understanding of the market, from the know-how to successfully create finished lots to what homeowners want in a modern home.

"I am using the tools I've learned over the last decade to launch a company with the best techniques," Kessler says. "Homebuilding is a facet that's important to the whole spectrum. If you're developing or entitling land, you need the expertise to know what builders need. The same goes for building for the families who will ultimately call a house their home."

Over the years, he's watched trends come and go, but he is finding that larger lots still are critical for suburban areas, that families want the convenience of technology and they expect energy efficiency –

even if that means connections to alternative sources are prewired. Families want options.

As a strong partner to other builders – public and private – Renasci knows the value in offering finished lots, especially in a post-recession market where developers are reluctant to keep large inventories of available lots.

"If I can deliver finished lots and they can have just-in-time inventory, that's worth a lot," Kessler says. "That's one of the business avenues: to allow public and private builders to focus on what they're great at

and I'll handle the land development side."

Though the company is based in Southern California, Kessler says the team has found a solid market – and viable land deals – farther north, near Sacramento.

Even there, it takes a skilled developer to produce lots – and ultimately livable, lovable homes – a worthwhile pursuit.

"Everybody is very careful about how much inventory they keep," Kessler says. "That is why I still think there's a good opportunity for developers to produce lots in a metered fashion, but I think it takes the right developer and the right team." **M**

SOUTH COAST COMMUNITIES LLC

South Coast Communities LLC focuses on building beautiful, livable homes and developments across Southern California. The company now is selling at two new, upscale developments.



SOUTH COAST COMMUNITIES LLC

INSPIRED EVERYDAY LIVING

WITH TWO NEW COMMUNITIES, SOUTH COAST COMMUNITIES LLC FURTHERS ITS REPUTATION FOR UP-SCALE HOMES AND DEVELOPMENTS.

by *kecia bal*

UNDER STRONG AND experienced leadership, South Coast Communities LLC is a thriving land development and home-building company that has been involved in entitlement and buildout of residential and mixed-use development projects throughout Southern California since 1999. South Coast focuses on infill properties in well-established communities.

With more than a decade and a half of experience, the company has found keys to successfully delivering homes and preparing land for modern, livable homes to be enjoyed into the future.

"South Coast is dedicated to providing high quality housing and building long-term relationships with landowners, builders, public agencies and capital partners through solid professional business practices and successful real estate transactions," partner Brian Bauer says.



At the helm are the two founding partners: Bauer, an experienced real estate attorney, and Brent Little, who boasts an extensive background in land development acquisitions.

Each brings different but complementary skills that provides the company with strength – through past experiences – and depth through collective planning.

The company is adept at pursuing a range of development projects, from single-family to multi-family to mixed-use opportunities.

“This range of alternatives allows South Coast to be more flexible when considering

the optimum product type in developing particular sites,” Bauer says. “This flexibility is often critical in navigating the development process and providing better overall product design and livability in communities developed by South Coast.”

Luxury Living

Strong development capabilities have led the company to two recent upscale developments: The Enclave at Buena Vista and Brisa at Del Mar Mesa.

The Enclave, in Carlsbad, California, includes 11 new single- and two-story resi-

dences that provide the ultimate luxury coastal experience, just a mile and a half from California's sandy beaches and even closer to Carlsbad Village, a shopping, dining and entertainment destination.

“Enclave captures the coastal experience that is present in Carlsbad,” Bauer says. “The site is situated to take advantage of its unique coastal access. This site was selected due to its superb location to the Pacific Ocean, Carlsbad Village and circulation to surrounding job centers.”

The homes are fully-appointed, family-inspired, three- to five-bedroom houses up to



The two new developments by South Coast Communities LLC showcase the company's attention to building and design details found only in higher-end custom homes. That includes creating thoughtful layouts and connecting indoor and outdoor living to improve homeowners' daily lifestyles.

4,050 square feet. Homes feature open floor plans beautifully detailed with intricate interior archways with signature courtyards and loggias that provide an ideal indoor/outdoor living experience. These feature help homeowners take full advantage of California living. Some plans even feature charming guest casitas.



SOUTH COAST COMMUNITIES LLC

Brisa at Del Mar Mesa is another intimate offering, with nine new two-story semi-custom estate homes in a private and scenic community, Del Mar Mesa in San Diego. Homeowners can choose from three unique floor plans – ranging from 4,360 square feet to 5,583 square feet situated on gated view lots that range from half an acre to over an acre.

Tuscan inspired architecture is infused throughout, and homeowners can enjoy up to six bedrooms plus a guest suite with private entry. Each residence has its own stunning views in nearly every direction from this prominent ridge, with the Pacific Ocean and the sparkling nighttime lights of Camel Valley as focal points. Backyards are generously sized, a boost for family living.

“Brisa is also integrated into the existing equestrian and hiking trail system that makes Del Mar Mesa a desired address and living experience for discriminating homebuyers,” Bauer says.

Inside, each home includes finishes and fixtures selected by an award-winning interior decorator, modern features and carefully planned details, Bauer says. The setting is part of the appeal, with access to sophisticated dining, shopping, entertainment, as well as abundant recreation, award-winning schools and professional opportunities that come along with the San Diego lifestyle. Buyers enjoy the services of a concierge who works hand-in-hand with them through the selection process of custom finishes.

“These projects reflect an attention to building and design detail that is found only

in higher-end custom homes,” Bauer says. “Thoughtful attention to building layout and the indoor/outdoor living help provide a superior overall living experience in these homes. An integrated marketing/sales and design approach to the development and build-out of these projects was critical in helping maximize each home's potential, given our site and jurisdictional constraints. We are very pleased with the results of these efforts.”

Ahead of the Curve

As builders in Southern California often point out, finding quality land is a complicated venture. In addition to creating high-end developments, South Coast also applies its expertise to infill properties, refurbishing the region's built environments along the way. The company has been working in that sector for years, long before other developers and builders turned their attention to these spaces.

The infill arena, in which South Coast spe-

cializes, often presents unique challenges to the development and building process. South Coast prides itself on its ability to solve these project-related issues and build upscale housing in sought after locations in our designated market areas, Bauer says.

The extent of infill's unique constraints is broad, including competitive land pricing, complex comparative market analyses, residential resale competition, physical limitations posed by project boundaries, neighborhood coordination issues, aging and underserved infrastructure (such as sewer, water and streets), poor access to public facilities and schools and antiquated planning and zoning codes.

“South Coast has always focused on infill development, long before the current upswing in infill development, and has developed a core expertise in coordinating the entitlement and development process to take into consideration the complexities that come with urbanized development,” Bauer says. **M**

*When builders and designers step into a **Ferguson Bath, Kitchen & Lighting Gallery** they are immediately inspired by what they see – beautifully displayed lighting, appliances, and bath and kitchen products from today's top brands. From exquisitely designed bathroom displays with functioning showerheads, to full kitchens with working appliances, professionals can explore a variety of design styles ranging from classical elegance to bold contemporary. Ferguson's wide range of products lets builders and designers make multiple selections at a single showroom, which streamlines budgeting and makes the building process more efficient.*

Customers like South Coast Communities come back to Ferguson time and again because of the professional sales associates. For more than three years Ferguson's product experts have provided South Coast Communities industry experience and knowledge about design trends, product selection and the building and remodeling process. Ferguson's product experts also stay involved throughout the entire building process and ensure the right product is delivered during the right stage of the project.

Ferguson's passion for customer service is easy to see after just one visit to a local showroom. Walk-ins are welcome; however, their product experts take pride in personalized service, so appointments are highly recommended. For more information, visit www.ferguson.com/showrooms or call 800.638.8875.



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BY FOCUSING ON BRINGING THE MOST RECENT TECHNOLOGICAL AND DESIGN ADVANCES TO ITS PRODUCTS, PREMIER UNITED COMMUNITIES COMPETES WITH THE LARGEST HOMEBUILDERS IN NORTHERN CALIFORNIA.

by brian salgado



PREMIER UNITED COMMUNITIES

▼ Premier United Communities focuses primarily on building innovative homes in the Sacramento, California, region and outlying areas.



PREMIER UNITED COMMUNITIES



AS A SMALLER speculative homebuilder in the ultracompetitive Sacramento, California, marketplace, Premier United Communities has no choice but to embrace innovation as a way to lure potential homebuyers away from its larger competitors.

With that in mind, Kevin Yttrup, president of Premier United Communities, keeps his company on the forefront of the latest technological advances in the homebuilding industry.

"We do embrace innovation in a big way," Yttrup says. "For us, it has been about what is the next big thing to hit our industry, and

“People are looking to us as a builder with new and innovative designs, and we are committed to carrying that through all the product lines that we build.”

KEVIN YTTRUP, PRESIDENT

how can we be on the forefront of it?"

Yttrup entered the production homebuilding market in Roseville, California, in 1993 after spending his entire life in the homebuilding industry. He shadowed his father, Bill Yttrup, a custom homebuilder himself before starting his own custom home building business in his 20s. In his 30s, he started a venture with Buzz Oates, a local businessman and developer with significant landholdings, to launch a production homebuilding firm.

Yttrup's company struggled through the Great Recession like countless other home-

PREMIER UNITED COMMUNITIES



builders, but in 2011 partnered with United Communities out of Calgary to form Premier United Communities. United Communities' California division provides finished lots to builders throughout the Sacramento area, which Yttrup believed made them a perfect partner to venture with to move the company forward.

Today, Premier United Communities focuses primarily on building innovative homes in the Sacramento region and outlying areas. The company currently has three active projects – Monte Azul in Lincoln, Serenity in El Dorado Hills and Three Rivers

in Plumas Lake.

"Coming out of the downturn, we're finally turning the corner," Yttrup says. "As a smaller, private builder, we are finally gaining traction, and are able to set a plan in front of us for healthy growth."

Leading the Way

Despite the company's size, Premier United Communities is considered a leader in designing innovative technologies into its home plans.

For example, according to Yttrup, his company was the first in the western region

to produce a community where all homes built received the department of energy's "zero-energy home" designation.

Premier developed a 200-lot community, selling half of the lots to another builder who did not offer a solar power option, while including solar as part of its zero-energy program on each of the 100 homes Premier built.

Premier developed a 200-lot community, selling half of the lots to another builder who did not offer a solar power option, while including solar as part of its zero-energy program on each of the 100 homes Premier built.

PREMIER UNITED COMMUNITIES

Today, the community is still widely used as a test case to compare energy usage and related costs between solar zero-energy and non-solar homes.

Inspiring Comfort

Along with adding the latest technological advances to its homes, Premier United Communities also stays abreast of in-demand trends in design. This is another way the company attempts to keep up with the larger companies in its competitive marketplace as a smaller builder.

“We recognize that we aren’t going to be the builder that’s going to go into a market next to a large, public company and try to sell the same home,” Yttrup says. “We need to offer something more to the buyer, something that makes them come to us, and it comes back to the design and how innovative it is and the homebuying process itself.”

With this in mind, Premier United Communities launched Inspire, its in-house design studio, to better serve clients. At a time when many large builders are outsourcing their option selection process, Premier opened its studio to better guide potential homebuyers through the design process from start to finish, giving them peace of mind that all of their needs and preferences have been met before shovel hits the ground.

Through its in-house studio, Inspire, Premier United Communities gives homebuyers the opportunity to customize spec homes as much as possible – something not typically offered to homebuyers who might be downsizing or entering the homebuying market for the first time.





PREMIER UNITED COMMUNITIES

"We started Inspire to give the buyer a pleasant experience and give them the time they need to make a home truly their home," Yttrup says. "In our product line, we have a very large book of options available as well as finish selections – much more so than typical builders – that gives our buyers a great opportunity to personalize their home."

Improving the Experience

Opened at the start of 2015, Inspire gives homebuyers the opportunity to customize spec homes as much as possible – something not typically offered to homebuyers who might be downsizing or those who may be entering the homebuying market for the first time.

"We recognize the appeal of Inspire to the demographic of buyer possibly moving out of a custom home, one who knows finishes and knows what they like and how they want to outfit their new home in a similar manner," Yttrup says.

"In the same frame of mind, all too often in our industry we see the entry-level product buyers meeting in a garage on-site and getting a very limited palate of finish choices," he adds. "With our Inspire Studio we seek to give all buyers of our varied product lines a great experience."

Building Serenity Now

One of Premier United Communities' newest developments is the five model homes it has unveiled for Serenity at Ser-

“With our Inspire Studio, we seek to give all buyers of our varied product lines a great experience.”

KEVIN YTTRUP, PRESIDENT

rano in El Dorado Hills. According to Yttrup, the five plans range in size from 4,100 to 5,500 square feet and feature single-level constructions to cater to potential move-down, empty-nest buyers as well as families moving up the property ladder.

"In our region, Serenity is on the higher end of the market, but it is attracting buyers that would look to be building a custom home," Yttrup says. "They come to these homes, see what is included in them and recognize the value that is there. There are significant savings over going out and trying

to replicate the same home on a one-off custom basis."

A New Level for Spec

Yttrup says the Serrano community is a beautiful master plan that features an award-winning golf course, country club, strict architectural guidelines, parks and trails on a rolling topography. The community has lured buyers from the San Francisco Bay Area who are willing to make the commute to work or have the option to work from home.

"This product is probably the most unique in design and spec level that we have offered," Yttrup says.

"This is definitely the higher end of any production product we've brought on line to date," he adds.

Onward and Upward

As well as Premier United Communities is performing these days, Yttrup realizes he can't rest on his past success to keep his business thriving.

This means the company will maintain its reputation as one of the most innovative builders in the area.

"The challenge always is to find and create that next innovative idea within the homes and the communities we build," Yttrup says. "That is what has defined us. People come to us for our innovative designs, and we are committed to carrying that through all the product lines that we build." **M**



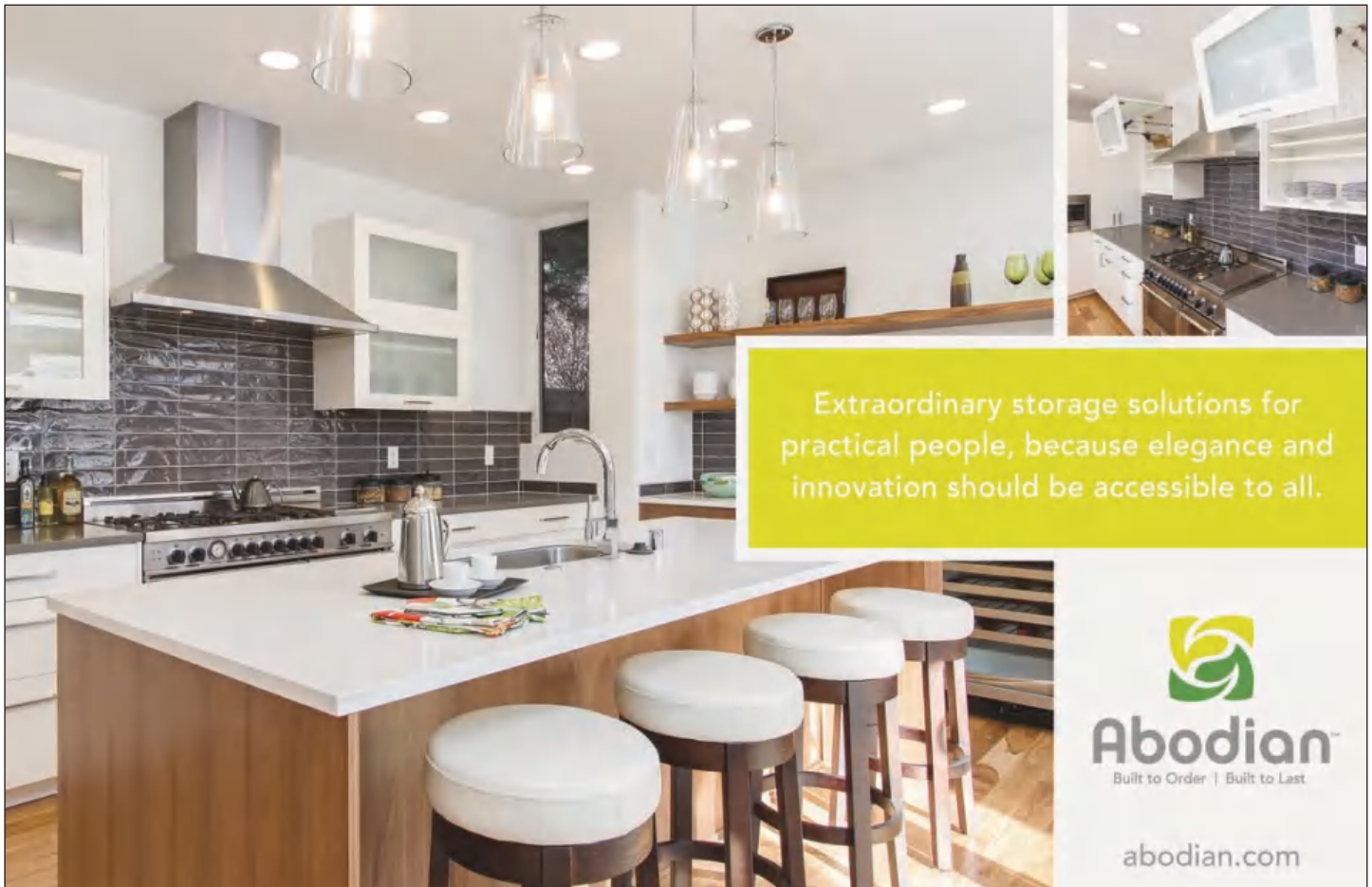
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A REPUTATION BUILT ON SERVICE

WITH TWO BUSY DIVISIONS – FULL CUSTOM AND SEMI-CUSTOM –
RIVERSIDE HOMES HAS BECOME ONE OF THE MOST TRUSTED HOMEBUILDERS
IN JACKSONVILLE, FLORIDA, BY FOCUSING ON ITS CUSTOMERS' NEEDS.

by kecia bal

By choosing quality products, Riverside Homes builds homes that are appealing on the outside and offer lasting value. That includes many behind-the-wall systems never seen by the buyer but are what partner Matt Roberts calls “the right way to build.”



RIVERSIDE HOMES

MEETING AND EXCEEDING homeowner expectations is one aim for Riverside Homes, which is building fully custom and semi-custom homes in Jacksonville, Florida.

But the company's team members, including in-house designers, also have another measure to meet: internal values of prioritizing people over the company's bottom line.

"Chris Wood and I created this company based on a set of core values that focus on serving others," partner Matt Roberts says. "This service extends to our buyers, our trade partners, our staff and our community. We have built our team around these values to ensure that everyone at Riverside Homes focuses on the same goals."

The result of a team empowered to choose paths best for the homeowner are homes built to a higher standard and buyers who don't have to settle.

"In every situation, our team knows that making decisions based upon these values will always have our support," Roberts says. "This approach has really resonated with buyers."

'Right Way'

Those goals push the company toward its mission: to be the most respected provider of homes in northeast Florida.

"Our prioritization of people and product sets us apart," Roberts says. "I've spoken about our approach to service and our customers, but part of this service is built into our homes."

That means the company's homes feature

“Our prioritization of people and product sets us apart.”

MATT ROBERTS, PARTNER

the latest designs, finishes, building practices and materials, keeping Riverside Homes as a leader in its market.

By choosing quality products – another priority that comes before the bottom line – the company provides homes that are appealing on the outside but also offer lasting value. That includes many behind-the-wall systems that are never seen by the buyer but are simply what Roberts calls “the right way to build.”

Process-Driven

A semi-custom department as well as a department set up for full custom design allow

Riverside Homes to meet its buyers' needs and budgets. This year, Riverside Homes' custom department will complete eight projects, while the semi-custom division will close 45 homes.

The custom line guides buyers through the building process from purchasing a home site, designing a home to preparing for – and enjoying – move-in day. In the semi-custom department, the company offers select plans on lots already purchased. Buyers have the opportunity to make plan adjustments and then personalize their homes in the company's design center with the help of a Riverside Homes designer.

The process also includes meeting in person with the company's interior designer, a groundbreaking meeting to review all plans and selections, a pre-drywall meeting to discuss those behind-the-wall systems and their benefits and home-orientation meeting – all with the goal of making the experience more enjoyable, understandable and, ultimately, creating spaces that improve homeowner lifestyles for years to come.

Landing Honors

Currently, Riverside Homes is building in six desirable communities in the region – from Florida's Amelia Island to St. Augustine.

The company already has landed noteworthy recognition for homes there, Roberts says.

Riverside Homes has won top prize in its area Parade of Homes for three models in three upscale communities so far:

- Durbin Crossing, an amenity-rich, master-



↪ Riverside Homes caters to clients seeking either semi or fully customized homes in the Jacksonville, Florida, region.



RIVERSIDE HOMES

planned community and one of north Florida's fastest-growing communities;

- Atlantic Beach Country Club, a members-owned, full-service country club community with a golf course, clubhouse, tennis courts and a junior Olympic swimming pool; and
- Dunes of Amelia, located along Amelia Island Parkway, near resorts and miles of beautiful beaches.

Two more models being built in Ocean Breeze in Amelia Island and in Markland – in the World Golf Village area – will be ready for the contest in spring 2016.

“Beyond the latest trends in colors and finishes, buyers are looking for function and efficiency,” Roberts says. “They want useful spaces for daily life and leisure with open floor plans and outdoor features that extend the living spaces. One of our buyers’ favorite features is large walls of glass that pocket behind the wall, opening the family room to the rear lanai joining the two entertainment areas.”

Buyers are also asking for increased energy efficiency, he says, if the value makes sense to them.

“We feel that our standard building sys-

tem is the most energy-efficient system for the value,” Roberts says.

To build on that baseline of efficiency and make spaces truly custom, the company works with buyers from the beginning to personalize each home, starting from the initial meeting, even when it includes out-of-the-ordinary requests. The company once worked with a buyer’s religious consultant to redesign a home plan, for example. In another instance, the build team brought in a faux finishes painter who specializing in making materials match so a customer could have her dream kitchen island. [M](#)



↙ Riverside Homes works with buyers from the beginning to personalize each home.



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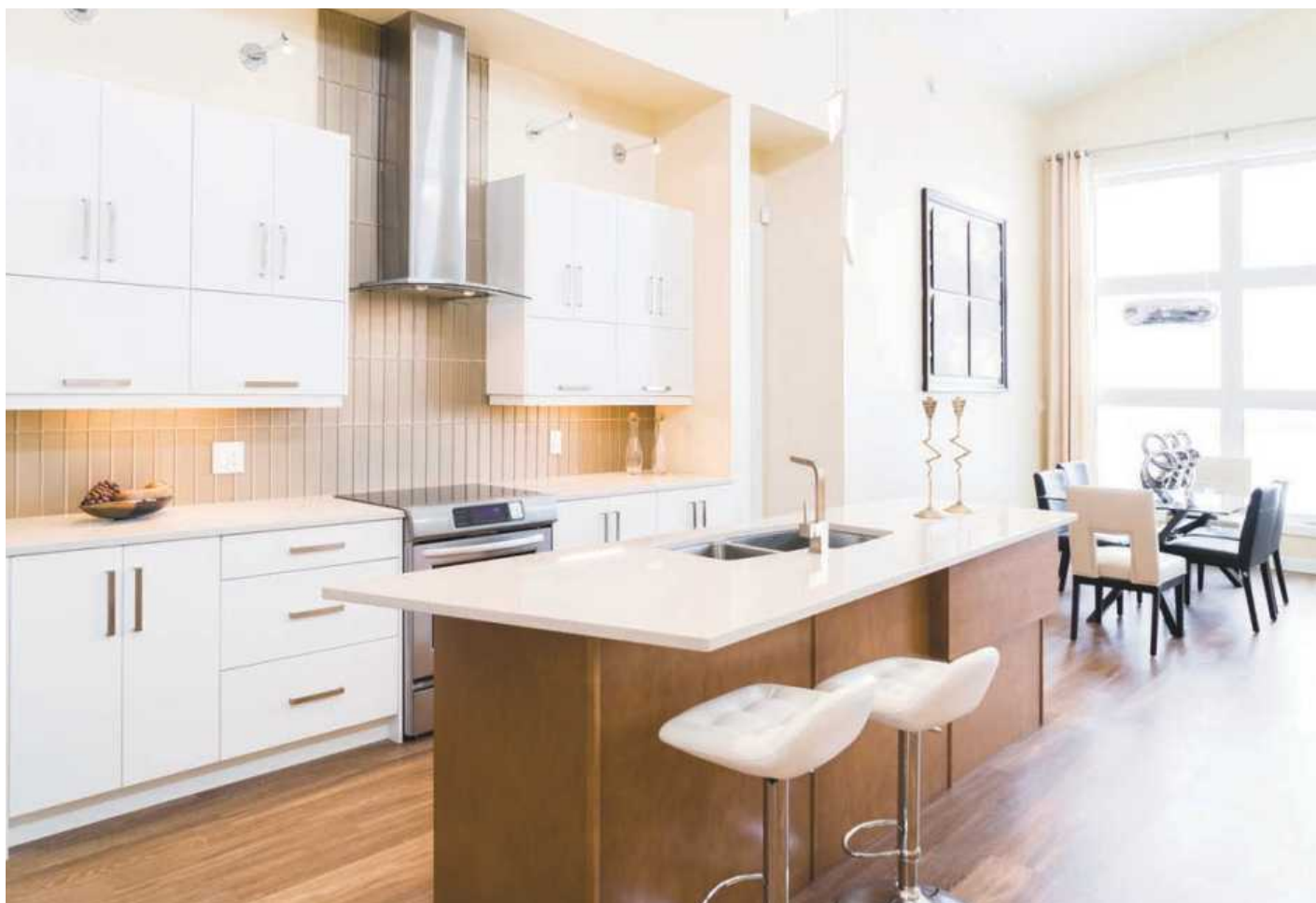
🔗 KDR Homes has a flair for both sides of creating an exquisite home: good design and technical skill.

KDR SETS THE BAR

KDR HOMES IS A LEADER IN CUSTOM HOME DESIGNS AND A COMPANY CONSISTENTLY AT THE FOREFRONT OF THE LATEST TRENDS IN THE WINNIPEG, MANITOBA, MARKET.

by brian salgado

KDR HOMES



COUNTLESS CUSTOM homebuilders offer either unique designs or comprehensive construction expertise. KDR Homes, however, prides itself on bringing the best of both worlds under one roof for homebuyers in the Winnipeg, Manitoba, market.

"KDR Homes offers a unique combination of design flair with technical building knowledge," says Domenica Vassallo, office manager for KDR Homes. "We do more than just manage building your home – we are seasoned construction professionals. Our people are educated and have extensive work experience in the field of residen-

“KDR Homes offers a unique combination of design flair with technical building knowledge.”

DOMENICA VASSALLO, OFFICE MANAGER

tial construction."

Launched 15 years ago by Vassallo's husband Diego, KDR Homes has built a reputation for keeping its buyers' unique needs in mind when designing and building their custom homes.

"KDR Homes' custom designs are personalized to reflect our clients' wants and budgets, often adding subtle design features that separate one home from another," Vassallo says. "KDR Homes builds to the highest standards, featuring quality construction materials from foundation to the final finishes."



Setting Trends

KDR Homes offers more than just unique designs for its customers – the company has become known as a trendsetter within the custom homebuilding market for setting the standard for modern design as that definition evolves over time.

The foundation for this reputation was poured in 2005 at the KDR Homes' first appearance at the Manitoba Home Builders' Association (MHBA) show in 2005. The company opened eyes with its entry, a spacious home with 18-foot ceilings, floor-to-ceiling windows in the great room area,

a catwalk, glass rails, granite finishes and live audio.

"We gave the public a completely fresh look at the endless possibilities when building a custom home," Vassallo says.

At the next year's MHBA show, KDR Homes' entry was one of the first homes built in a new development on the outskirts of Winnipeg. Vassallo says the design ideas used in this show home brought traffic to the area and were instrumental in selling out the development.

In 2008, KDR's MHBA show home was built in an elite, established neighborhood

KDR Homes has become known as a trendsetter within the custom homebuilding space, setting the standard for modern design even as that definition evolves. Ceilings that stretch 18-feet high and floor-to-ceiling windows are a few elements that boost a home's appeal.

in Winnipeg. Vassallo says this home opened up the idea of building a custom home in the neighborhood a homebuyer loves and wishes to stay in.

The 2009 MHBA show entry for KDR Homes was the first to showcase a lifestyle home. The home featured a pool, hot tub, outdoor kitchen and a "g" system that was completely automated and controlled from

KDR HOMES

a cell phone. It was also the first home in Bridgwater that included a geothermal heating/cooling system.

"KDR Homes continues to introduce fresh new design ideas every year to add to our portfolio of dream homes," Vassallo says. "Our well-thought-out designs are not only spectacular, they are welcoming and functional. We can proudly say that we never built the same home twice in our 15 years in business."

Today's Demands

In 2014, KDR Homes introduced a second master bedroom on the main floor of its fall Parade of Homes Show home. The main floor bathroom also included a visitable entry tiled shower. According to Vassallo, this allows grown children and aging parents to move in together, or visit for short-term stays. The second master suite also comes in handy when hosting out-of-town guests.

The 2015 Parade of Homes fall lineup includes phone automation technology and a focus on specialized storage for the pantry, mudroom and walk-in closets.

"Each home is very modern with a touch of natural materials and textures to give a clean-lined look that is very warm and livable," Vassallo says.

KDR Homes has three new show homes in Winnipeg it will showcase in the fall 2015 Parade of Homes – 118 Lake Bend Drive in Bridgwater Lakes, 9 East Plains Drive in South Pointe Sage Creek and 27 Trailside Crescent in South Pointe. The homes are lo-

“Each home is very modern with a touch of natural materials and textures to give a clean-lined look that is very warm and livable.”

DOMENICA VASSALLO, OFFICE MANAGER

cated in three of Winnipeg's most prestigious neighborhoods and come with the highest design standards.

"From design to color, these homes are stunning," Vassallo says. "Built with lifestyle in mind, all three walk-out-style homes come complete with a media room, personal gym, huge kitchen and enormous decks complete with glass railing overlooking incredible wetland views. From wood to glass accents to a unique custom entertainment wall, no detail is overlooked."

Staying on Top

KDR Homes boasts a group of experienced and talented professionals dedicated to the construction industry and devoted to providing clients with superior customer service.

"We are committed to building truly great things," Vassallo says.

To ensure its employees are armed with the most recent knowledge expertise, the company creates a team atmosphere within its workforce.

"KDR Homes emphasizes a collaborative approach to anticipate and solve problems before they crop up and identify long- and short-term customer objectives for each project," Vassallo says. "We establish aggressive schedules to meet those objectives and commit the resources in manpower and expertise to deliver on promises with no excuses."

KDR Homes also encourages its employees to continue their education. The company registers and pays employees to go to various courses offered by the MHBA and Winnipeg Construction Association.

"We also reimburse our people for courses that they take to enhance their professional development while employed with our organization," Vassallo says.

This is part of KDR Homes' goal to build custom homes that are unique and meet its customers' needs.

"We recognize that a person's home is a reflection of their lifestyle, tastes and desire," Vassallo says. "It is critical that we give each project the attention it requires for it to be a successful build for our clients and for KDR." **M**



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DELIVERING DREAM VACATIONS

AFTER WORKING PRIMARILY IN PORTLAND, OREGON'S BUSY CUSTOM HOME MARKET, WE BE HOMES OWNER JOHN FIOCCHI HAS SETTLED INTO THE RESORT HOME BUSINESS IN CENTRAL OREGON.

by brian salgado

ALTHOUGH JOHN FIOCCHI has scaled back his homebuilding operations, his passion for the construction industry remains as strong as ever. That love for the craft can be found in every resort home he builds in central Oregon.

"A lot of guys are just going through the motion, and some of these guys out there don't seem to be really happy," says John, owner and founder of We Be Homes. "My love of what I do separates me from the competition."

John and partner Lee Newman launched We Be Homes with headquarters in Port-

land, Oregon, in 1990 to perform remodeling and repair work throughout the state. They came up with the name because, as John jokes, when they first started, "we be doing anything you want to pay for."

Eventually, We Be Homes grew to delivering as many as 18 custom homes a year. Newman passed away 11 years ago and John's wife, Mary, stepped in as partner after serving as the company's realtor since inception. When Mary's health took a turn for the worse three years ago, John moved the business to Redmond, Oregon, to focus on constructing about five custom resort

homes a year.

The company is a green builder that specializes in Earth Advantage Home construction to maximize efficiency and savings for the life of the home. We Be Homes also has been accredited through the National Home Builders Association, Energy Trust of Oregon Inc. and Central Oregon Builders Association. The company also holds a AA rating from the Better Business Bureau.

No matter where We Be Homes is building its projects, John makes his presence felt. Customers have the peace of mind that the owner of the business will be involved

photo courtesy of terryiverson photography

WE BE HOMES

in their projects every step of the way, including in the field.

"The biggest thing is, I am a hands-on builder," John says. "I work on every job every day. I think people like the fact that as a builder, I'm physically working on the jobs."

John started his career by building his dream home. In fact, his company's tagline always has been, "I was blessed to build the house of my dreams. I'll do the same for you." To accomplish this, John listens to his clients to best determine what they need in a dream home of their own.

"I take my time and get to know what a person wants and try to incorporate that into a house," John says. "A lot of times over here, customers actually have been working with another builder, but they felt like they weren't being listened to."

John focuses on what customers want and works their desires into one of the niches he has developed throughout his career. We Be Homes is adept at constructing Victorians, Portland-style bungalows, and craftsman and lodge-style homes.

"Those always have a unique feel that is open and airy and features a lot of wood and a lot of little nice features," John says. "My typical home has a lot of knotty alder and hickory floors."

When building resort-style homes, however, there often are strict architectural and design specifications builders must follow. John works within these parameters while delivering the options his clients need for their homes.

"I want everything to fit in where I'm building," John says. "I want things to go well, so we want people who have a clue about what they want."

When John designs homes for his clients, the amenities included in the final product aren't always for the best of circumstances. For Sonna and Larry Durdell, We Be Homes had to combine the luxury of resort-style living with accessible features that accommodate Larry's declining health.

John says the Durdells had a favorable budget for this home due to Sonna's career as a high-rise developer in Portland. The couple opted for a 3,300-square-foot home that captured mountain views and includes the most exquisite features.

The home also features a number of amenities designed around the Americans with Disability Act for Larry, who has been diagnosed with bone cancer and a rare skin disease, which limits his mobility. For example, the driveway leading up to the home had accessible entry, and the main part of the home is accessible without having to

traverse stairs.

The Durdells moved into their home in May 2015 and, according to John, couldn't be happier with the final product. Along with a referral to build a resort home for clients from Hawaii, John says he earned some hearty hugs and tears of happiness from this project.

"As I was looking at the house we were building, I would tell them, 'This may not be the best thing for this house,'" John says. "Now that it's all said and done, they loved going through the process." **M**

Jagged Sky Masonry has had the great pleasure in being associated with John Fiocchi of We Be Homes for the past 3 years. John displays superior professionalism and is second to none in ensuring quality in every aspect in the homes he builds. All masonry materials applied to We Be Homes projects are supplied by Cement Product Mfg Co in Redmond Oregon. Owner Dick Yancey will go above and beyond to make sure product is available and on time at every customers convenience.



TAILOR BUILT HOMES

Tailor Built Homes creates distinctive communities created to fit homeowners' modern lifestyles.

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WHEN A TEAM OF LEADERS WITH A VARIETY OF INDUSTRY EXPERIENCES JOINED FORCES TO START TAILOR BUILT HOMES, THE RESULTS ARE HOMES THAT OFFER SALT LAKE CITY HOMEBUYERS THE PERFECT FIT.

by *kecia bal*



TAILOR BUILT HOMES



BRINGING TOGETHER OVER 60 years of experience, the design/build team at Tailor Built Homes knows the ins and outs of the homebuilding industry and uses that experience to create homes that are ideal for their owners in every element – from site to finishes.

“We came in here with a lot of different expertise – but a lot of expertise,” partner Max Hunter says. “We want to rethink the way we do everything. Because we’ve launched our own company, we have the freedom to do that.”

The result is a flexible environment that al-

“The concept is that we are measuring who you are – your family dynamics and lifestyle – and form-fitting your house.”

MAX HUNTER, PARTNER

lows for creativity and technical innovations, leading the three-year-old design/build firm, which also has a development arm, to gain traction already. The company’s unique homes are selling in 20-different locations in the Salt Lake City region – not an easy market to break into in the first place. Those homes range in sale prices from the mid \$200,000s to seven figures, and the company expects to finish 35 homes this year. Next year, that number likely will hit 50 or more, Hunter says.

“Most builders have a quarter of that,” he says. “So, now, we can offer products and the

TAILOR BUILT HOMES



ability to create homes for many different types of buyers."

By fostering creativity and a passion for homebuilding the partners brought to the table, the company can build a superior home tailored homeowners' lifestyles.

"The concept is that we are measuring who you are – your family dynamics and lifestyle – and form-fitting your house," he says.

That comes through gaining a true understanding of each custom home client, starting with meaningful initial meetings and interviews and carried throughout the en-

tire process. A heavy design focus means a home that better suits each client's wants and needs to create a superior process and end result.

"That's why we went with the suit tailor name," Hunter adds. "It was really just treating homebuilding like we are the tailors."

Leading Design

With talented designers on staff, the company offers many craftsman and traditional-style properties that are in demand among Utah homebuyers – and often those are complete with modern interiors to give the

Though Tailor Built Homes offers design-focused homes and communities, the company's leadership also provides a high level of technical skill and business acumen. That approach allows the company to create homes that are beautiful but also functional.

best of both styles, partner Cortland Wilson says.

"Interiors are moving toward contemporary due to Pinterest, Houzz and Instagram," he says. "What we've seen growing is indoor/outdoor living space, creating connections between the two that allow for more opportunities to enjoy the outside."

That extends to rooftops and upper

TAILOR BUILT HOMES

decks, which had not always been popular. But those take advantage of stunning views, Wilson says, and give homeowners more options for relaxing or entertaining.

Clients also are asking for functional spaces over sprawling homes, from baby boomers who want to downsize to millennials who value uniqueness and efficiency instead of a “bigger is better” mentality. Among younger generations, distinct is better.

The company also is working to educate buyers that sustainable and energy-efficient homes don't necessarily have to cost more.

“That can be built into the design elements, too, starting with a home's orientation,” Wilson says. “We take a step back to think about

how the house sits on a site and start with that efficient mindset.”

The company also is on the leading edge of a newer push among buyers in Utah: more modern- and contemporary-style elevations. Tailor Built's Parade of Home showpiece this year was a modern home with three textures: concrete tile veneer, cedar and stucco. With clean lines, large windows and livable airy spaces, the home offered a modern appearance on exterior but still was infused with warm elements. The design team achieves those through earthy and warm color tones and textures on finishes and in finishing touches.

“It's definitely about form and texture, and I think we'll see more people looking for contemporary in the future,” Wilson says. “It's growing.”

All about Location

In Salt Lake City's land-tight market, sites ready for new homes can be difficult to come by, partner Todd Demarets says. That's where the company's development arm, Legacy Fields – a separate entity – offers Tailor Built a distinct advantage.

“I think the biggest challenge is finding enough good real estate to build on that accepts this type of product,” he says. “A lot is infill or east side of Wasatch Front that is desirable that is met with a lot of customers who would like that type of home, but it's tough to find available lots.”

The company performs teardowns but also stays ahead through Legacy Fields' development work, which also requires important expertise: understanding the markets and submarkets and maintaining strong relationships with those connected to local real estate.

“It's very competitive,” Demarets says. “If you don't have good relationships, you're behind.”

With a holistic approach to design/build and capabilities in development, the companies aim to continue sustainable growth, Demarets says.

“We want to continue to do a great job for our customers, building quality homes with great value,” he says. “For the development company, we want to grow the brand and build our clientele to supply additional lots and developments.” **M**



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CARDEL HOMES

With a commitment to client satisfaction and quality construction, Cardel Homes has experienced success with its Tampa, Florida, office, opened three years ago. The regional office is Cardel Homes' fourth in North America.



A NORTH AMERICAN SUCCESS STORY

CARDEL HOMES' TAMPA, FLORIDA, DIVISION EXPANDED CARDEL'S SOLID REPUTATION AS ITS FOURTH REGIONAL OFFICE ON THE CONTINENT.

by brian salgado

DUE TO THE NATURE of the custom homebuilding industry, most homebuilders end up offering similar features, amenities and systems to cater to homebuyers interested in keeping up with their fellow Joneses.

The difference between custom homebuilders can be found in their level of commitment to quality construction and client satisfaction. According to Mike Dotson, sales and marketing manager for Cardel Homes' Tampa, Florida, division, his company fights harder to protect its reputation in these key areas because as a family-owned and operated business, word-of-mouth is everything.

"Being family-owned and operated means the family name is literally on every home we've built," says Dotson, who joined the Tampa office three years ago before he assumed his current role in May 2013. "Our reputation is only as good as the last home we've built, especially in the day and age of



CARDEL HOMES



social media.”

Cardel Homes has maintained its strong reputation in the custom homebuilding industry since Caryl and Del Ockey launched the business in 1973. The husband-and-wife duo held careers as schoolteachers in the Calgary area when they decided to build their own home. As Dotson tells it, one neighbor liked their handiwork so much, they asked to the Ockeyes if they would build their home. Eventually, the couple was fielding so many orders for custom homes, they were able to leave their teaching positions to focus on their new business, aptly named by com-

“Being family-owned and operated means the family name is literally on every home we’ve built”

**MIKE DOTSON,
SALES AND MARKETING MANAGER**

binning the first syllables of their first names.

Today, Cardel Homes operates divisions in Calgary, Ottawa, Denver and Tampa. The Tampa division was launched in the late 1990s and employs approximately 35 people, which Dotson says are the key to success for Cardel Homes’ Florida operations.

“One of our strengths is really the people in our organization,” Dotson says. “For our people here in Tampa, the most important thing they do is develop and maintain relationships.”

According to Dotson, each of the divisions is known for capabilities unique to the region

CARDEL HOMES



where it operates:

- In Calgary, Cardel Homes is known for its longevity. Dotson says the company has one of the longest histories in the area;
- The Denver division is growing rapidly through the multifamily residential market, delivering condominium and townhouse projects to keep up with demand;
- The Ottawa operation is partnering with developers to design entire communities; and
- In Tampa, Cardel Homes seeks out the finest communities where families want to live to deliver the custom homes of their

dreams.

Dotson says the regional focus is a huge benefit for Cardel Homes because when the division executives meet at the company's annual meeting, they can offer each other tips and perspectives from outside their respective regions.

"Four different feels across four different divisions is an advantage," Dotson says. "When it comes to infusing capital, at least one of those four areas is going to have some great opportunities."

Dotson says builders like Cardel Homes are trying to find unique offerings to "trip the

Cardel Homes sets the trends in the four regions of the continent where the company builds. The company was among the first in the Tampa, Florida, area to offer tankless water heaters. Leadership at the different regions share tips and techniques that can help the company improve.

buying trigger" for buyers while keeping budget constraints in mind. For example, Cardel Homes was one of the first builders in the Tampa area to include tankless water heaters as an included feature. Now almost all builders include these heaters, Dotson says.

One of the trends Dotson has noticed in the Tampa custom homebuilding market-

CARDEL HOMES

place is the demand for quality materials, no matter the budget for a project. This often can lead to difficult negotiations with homebuyers who aren't ready to cut desired items off their checklist to build something they can afford.

For example, a recent buyer was adamant about buying a home Cardel Homes had discontinued years ago.

About five to seven years ago, based on buyer expectations and builder practices at the time, this particular design did not come with a covered lanai, but rather a concrete slab for a lanai.

"This ended up being a sticking point in negotiations with this particular buyer, and that is part of the reason we don't offer that home anymore – buyer expectations and builder practices have evolved," Dotson says. "People expect a covered lanai and granite, so maybe it's something builders started by creating those expectations. You try to get buyers to get off the ledge and get into today's market because they just can't go back to yesterday's standards."

Dotson concluded that with Cardel's flexibility as a semi-custom builder, he was able to make the deal work for the buyer and for Cardel.

Making it Happen

Also, today's homebuyers often want to customize a home within a standard tract community. Like most builders, Cardel Homes has a range of options that fit most lifestyles as well as developer design standards, and Dotson says the company can retrofit those designs into just about anything a home-

“[Clients are not] waiting two or three weeks to see a change on paper.”

MIKE DOTSON,
SALES AND MARKETING MANAGER

buyer needs.

"We're not starting from scratch but, as long as we play by the developer's rules, we can work the plan to make it fit for the client" Dotson says. "Anything we can do physically to make that house exactly what you need it to be, not only are we willing, but we have the capability and flexibility to make that happen."

Along with saving homebuyers money for not having to start a home from a blank sheet of paper, this process gets new homeowners moved in much sooner.

"We blow clients away with the efficiency you need to be able to do that," Dotson says. "They're not waiting two or three weeks to see a change on paper. Sometimes, the change is made in two hours."

Changes happen quickly for Cardel Homes' projects because the company has an in-house drafting manager, Jason Wamsley, who has worked for the firm for 11 years.

"He protects the clients from themselves because he can provide a consultative approach to help clients understand the balance of form and function, and he remains involved through the requested custom changes," Dotson says.

Still Going Strong

The project that best shows what Cardel Homes can accomplish is the one that brought the company to the Tampa region. Fishhawk Ranch – from developer Newland Communities – is a community in Lithia, Florida, launched in 1998. Cardel Homes is one of the only builders involved with the community since day one, according to Dotson.

The community only has about three years left before completion, but the relationship stemming from Fishhawk Ranch will continue. Cardel Homes is already building homes for two other Newland Communities developments, and it is planning to enter a fourth soon.

"If you just look through our Fishhawk product, it is really the story of Cardel in Tampa, our creation and evolution to where we are today," Dotson says. "We're offering larger, higher-priced homes and family-targeted homes that reflect our family and craftsmanship." ■

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FILIO EXECUTIVE HOMES

MAKING EXECUTIVE DECISIONS

FILIO EXECUTIVE HOMES' FOUNDER MARIO FIGLIOLA REALIZED EARLY ON THAT HE HAD TO ADD LAVISH AMENITIES AND FINISHES TO HIS HOMES TO SURVIVE IN THE COMPETITIVE VANCOUVER RESIDENTIAL MARKET.

by brian salgado

COUNTLESS HOMEBUILDERS and homebuyers came away from the Great Recession with the sense that less is more, opting to design homes that emphasize functionality instead of luxury amenities and finishes.

Through Filio Executive Homes, Mario Figliola builds the spec and custom homes required to fill this void. With over 20 years of experience in the region, Figliola and his wife, Sabrina, have mastered the art of constructing turnkey speculative homes that Vancouver's high-end homebuyers seek.

"Today, there are a lot of features in my

houses a lot of builders don't put in," Figliola says. "People were afraid of spending that kind of money with the thinking if they put it in, they wouldn't get it back."

Launched in 1998, Filio Executive Homes is committed to building high-quality, energy-efficient homes throughout the Vancouver area.

However, that's where comparisons to other spec and custom homebuilders in the area end. Figliola blows away potential buyers with the amenities typically found in his homes, ranging from outdoor fireplaces, theater rooms, billiard rooms and

even waterfalls.

Figliola not only builds ready-to-buy spec homes, but as a licensed real estate agent, he can help clients track down land for their custom homes, as well.

"We still offer spec homes, but we do quite a few custom homes instead because our phone just doesn't stop ringing," Figliola says.

The Price of Success

In Vancouver, where the price of land has continued to skyrocket despite the shaky economic conditions, homebuyers are

FILIO EXECUTIVE HOMES

ready and willing to pay whatever is necessary to land in the largest city in British Columbia.

"The main reason we're here in Vancouver is because [the market] is insane," says Figliola, who runs Filio Executive Homes with Sabrina. "Just to purchase a lot anywhere in the city is not less than \$1 million or \$1.1 million, and that is not even in the good area – in the West End, it is \$2 million. We weren't dealing with this six years ago."

As a result, Figliola and Filio Executive Homes are busier than ever. As of early October 2015, Filio was constructing five home projects – three custom, two spec and one renovation.

"We try to do more new houses than renovations because renovations take longer," Figliola says. "Renovations take longer, so new houses are more enjoyable and less headaches."

Loyalty is Key

Figliola says Filio Executive Homes never has had a complaint from any of its clients since its launch in 1998, which has led to a high rate of repeat clients.

"We never have had a hiccup with anyone, and everyone has enjoyed the product," Figliola says. "It is very important because you know you're always going to get paid because you worked with those people before. I think referrals are the best."

Figliola extends the same professional courtesy to the contractors who build his homes, as well. He says he has become close friends with a number of the subcontractors he uses for his projects because Filio Executive Homes have relied on their services repeatedly since 1998. Much like his repeat clients, Figliola is quick to pay them for their work when the time comes, as well.

"When subs work for other people, they can have a tough time collecting the check," Figliola says. "When they ask me, the check is cut. I have no problem writing them a check."

The Lap of Luxury

Recently, Filio Executive Homes delivered a spec home that exemplifies the level of luxury finishes and amenities Figliola's work has become known for.

The 4,900-square-foot home in Coquitlam, British Columbia – a suburb of Vancouver – features an 18-by-33-foot swimming pool with an automated cover that can withstand the weight of 18 adults without breaking. The pool is maintained through the use of a saltwater system that limits the amount of chemicals required as well as a robot

that crawls the floor of the pool to clean it.

The home also features a theater room with elevated seating, a billiards room, a downstairs recreation room, an outdoor fireplace and television, a fire pit, waterfall and artificial turf in the backyard. A sprinkler system also automatically waters all the plants on the property.

"This house had the most bells and whistles of anything I've built," Figliola says. "Once we get close to finishing a house, people see it and then they want to buy it. They all sell without a sign before they're finished, so I've never had to really advertise to sell a house."

Based on how the Vancouver residential market is growing, Figliola believes he'll have to up the ante with regard to amenities and finishes in his homes.

With land prices on the rise, the level of luxury he can provide potential homebuyers is what will keep Filio Executive Homes successful. **M**



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GETTING BACK ON THE HORSE

BROOKINS CONSTRUCTION SURVIVED THE GREAT RECESSION BY TAKING ON ALL SORTS OF JOBS, INCLUDING EQUESTRIAN CONSTRUCTION, LEADING TO A NEW NICHE.

by brian salgado

WHEN THE GREAT Recession put a stranglehold on the U.S. construction industry, countless contractors sought refuge by diving into a variety of new sectors to weather the storm.

Brookins Construction found shelter in barn building, and since has become one of the most sought after and trusted agricultural builders in the eastern United States. The company's experience as a successful residential general contractor and its reputation as one of the largest dealers for MD-Barnmaster make Brookins Construction a leader in equestrian construction services

throughout the East Coast.

"The beautiful thing of this market is as the market has changed and how the equestrian lifestyle has changed, we see more and more people choosing live-in barns," says Karl Buchanan, executive vice president of Brookins Construction. "Take our general contracting experience with a residential background the last nine years, and now we combine both of these into the best of both worlds.

"We have a perfect storm of people who want to build live-in quarters in the barn facilities," Buchanan adds.

Originally launched as Scott Brookins Custom Homes by Scott Brookins 20 years ago, Brookins Construction is one of the Research Triangle's leading contractors. Brookins has been involved in the construction industry his entire life, shadowing his father as a youngster and building his first home when he was 15 years old.

When the market crashed nine years ago, Buchanan says Brookins broke into his 401(k) and borrowed money from his mother to survive the downturn.

Brookins took on every job imaginable before landing an opportunity to build a

BROOKINS CONSTRUCTION

MDBarnmaster barn.

Today, the company is one of the largest MDBarnmaster builders on the East Coast.

"These barns can go anywhere from \$60,000 to \$2 million," Buchanan says.

Buchanan joined Brookins Construction about four months ago. He and Brookins have known each other 25 years, and Brookins approached Buchanan to help scale the business in South Carolina as the barn-building arm of the firm continues to grow rapidly.

Today, the company is expanding throughout the eastern United States, including Tennessee, Florida, Kentucky and Alabama.

Expansion Plans

As Buchanan explains, there are two components to Brookins Construction's expansion strategy – finding the right employees and catering to its customers.

Brookins Construction understands it cannot grow without the right people in place, so Buchanan says that is the first priority for the company. He admits it is a difficult time to expand because the labor pool is quite shallow, so Brookins Construction has limited its hiring until the right people become available.

"We can't expand unless we have good, quality people on our side to take care of the customer, so that is the first thing we have to do," Buchanan says. "This is a hard time to hire right now because so many people have jobs in this field.

"We are turning down more people than we're hiring because we want to make sure we're getting the right person sitting in the right seat," Buchanan adds.

Brookins Construction is focused on

“We can't expand unless we have good, quality people on our side to take care of the customer, so that is the first thing.”

KARL BUCHANAN, EXECUTIVE VICE PRESIDENT

building teams for each state where it operates.

Presently, the company has crews in North Carolina, South Carolina, Virginia and Florida.

Client Satisfaction

Externally, Brookins Construction has lofty customer service standards to ensure all clients are satisfied with their projects. Either Brookins or Buchanan meets every customer and walks their land with them to determine the best course of action to take with their barns in terms of topography and the type of structure best suited for their land.

Brookins Construction also is adding lean manufacturing techniques to its construction processes. Buchanan says the company is evaluating every aspect of its barn construction techniques to ensure Brookins Construction is as efficient as possible, which allows the company to pass savings onto its clients.

As for the barns themselves, Brookins Construction is most proud to represent MDBarnmaster as a certified builder of one of the most well-known brands of barns in the United States.

"We want to make sure we are providing the best quality barn to people," he says. "We're not going to skimp on materials.

"When people look at our barns, will they pay more? Absolutely," Buchanan continues. "But I'm a believer in you get what you pay for."

A Stable Future

As clients continue to demand live-in quarters for their barn facilities, Brookins Construction will grow alongside this new niche in the construction marketplace. The company's experience in residential and agricultural building is the perfect combination for these types of structures, and Brookins and Buchanan's attention to detail will lead the company into greener pastures for years to come.

"We will be the best, most sought-after residential and equestrian builder on the East Coast," Buchanan says. "Brookins Construction and MDBarnmaster will become a common name in the equestrian family.

"We're already in some of the largest equestrian centers on the East Coast," Buchanan adds. "I think that's clearly where we're heading." **M**

RELATIONSHIP-BASED BUILDING

WITH AN ESTABLISHED COMPANY DEVELOPED THROUGH SUCCESSFUL HOME BUILDS AND LASTING RELATIONSHIPS, TOWN & COUNTRY HOMES DELIVERS QUALITY IN CENTRAL WASHINGTON.

FAMILY-RUN homebuilding company Town & Country Homes takes a high-standards approach to creating homes.

"We don't consider it our job to simply build homes – we are dedicated to the craft of creating homes for our customers that withstand the test of time," the company states. "We believe the reason we succeed is because we never cut corners, set our standards remarkably high, use detailed and the most modern construction practices, and work with the most qualified and trusted subcontractors."

Town & Country Homes is a third-generation, award-winning homebuilding company based in Ellensburg, Washington, the seat of Kittitas County in the state's central

region. The company says it views the homebuilding experience as a people-centric process.

"Successful homebuilding is a relationship business based on a durable product and warranty service – we deliver both," the company states.

The company also focuses on energy efficiency, using the best materials and employing innovative building practices, the company says.

Strong Track Record

Matt and Tristen Willard founded the company based on the belief that providing shelter for families is still one of the most important businesses in modern society, the

company says. The company also offers service beyond whole house projects, according to Town & Country.

"Clients frequently ask if we only build homes," the company says. "Town & Country has a large portfolio of projects from the smallest guest room fireplace mantle installation to the [7,000-square-foot] custom home and everything in between. Our team is also very accomplished in everything from large remodels and even garages and pole buildings."

Taking a wider view, Town & Country also delivers communities full of its homes built with attention to detail, the company states.

"You see the difference as soon as you drive into one of our communities – classic

TOWN & COUNTRY HOMES

Craftsman-style homes built with care and precision, and neighborhoods created to insure long-term value," the company states. "Our award-winning, energy-efficient homes are welcoming, warm and timeless. Neighborhoods are painstakingly planned, so that for generations [a homeowner's] family will enjoy strolls down wide, shady sidewalks, backyard summer barbecues and breathtaking views from [a] living room window."

Luxury Green Living

Greenfield Park, an upscale community of 18 single-family homes for people 55 and older, is one of Town & Country's communi-

ties. The development is adjacent to the Ellensburg's newest park, the company says.

"Specially designed for a maintenance free lifestyle, Greenfield Park offers the maximum of luxury and a minimum of impositions on your active lifestyle," the company states. "The homes at Greenfield Park feature nostalgic new architecture, interiors professionally designed, luxury kitchens and baths, pave walks and patios, and family rooms that extend to private courtyards."

The homes also are EnergyStar-certified and use 90 percent efficient furnaces, according to the company.

Town & Country also created Sanders

Mill, a community nestled in a peaceful location with naturally stunning views, the company says. The company offers a selection of house plans to those who choose to live in the community with two exterior style choices. Those homes also feature Craftsman-inspired aesthetics, creating a community where homes fit in well with each other, according to the company.

"Many of the things we take pride in as a homebuilding company may go unnoticed to some, but we are sticklers for making only the best in neighborhoods," the company states. "To do that, we build with consistency." **M**



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BASED IN SUWANEE, Georgia, Southern Wall Systems (SWS) Inc. is a premier subcontractor for Exterior Insulated and Finish Systems (EIFS), stucco and more.

“When contractors throughout the Southeast need stucco, plaster, EIFS, waterproofing or restoration services, they rely on the trusted experts at Southern Wall Systems to deliver a quality job,” the company states.

The company credits a superior staff and a commitment to continuous improvement for its rapid growth over the past two decades. Southern Wall Systems was established in 1993 as a small stucco and EIFS company. Over the years, it has built a record of success in the construction industry with scores of notable projects in its portfolio.

Core Services

SWS’s capabilities include stucco, EIFS, plaster, waterproofing and restoration, according to the company.

Its stucco work is comprised of one or two layers of moisture protection sealed into all openings with metal or vinyl trim accessories attached before installation of a metal lath, the company says. On top of that, cement-based stucco is applied in three coats, according to the company.

SWS says it also offers three types of EIFS, including:

- Class PB EIFS, designed for all types of construction and comprised of an adhesive base coat, insulation board, base coat, reinforcing mesh and finish coat;

- Secondary weather barrier EIFS, used when air barrier, increased moisture protection and redundancy are in order and it also allows for extra protection while sustaining wind load requirements;

- Drainage EIFS, with a drainage channel adhesive design, can provide a “rain-screen” feature or moisture drainage wall system by adding flashing and weeps to a secondary weather barrier system. This option provides a means for drainage for incidental moisture, the company states.

SWS’ plaster services can add appeal to a building’s exterior, SWS says.

“Plaster is typically used to define an interior stucco product consisting of a gypsum plaster base with a lime finish coat,” the

SOUTHERN WALL SYSTEMS

company says. "Plastering is both a craft and an art, combining many skills. It is known to be older than the Egyptian pyramids. Plaster can be used on flat walls or molded to form ornate cornice and trim pieces."

For weatherproofing, SWS can protect a structure from damage from water infiltration. The company also has been called in after damage has occurred to perform restorative services – removing damaged materials, performing repair work and installing a weatherproofing system, SWS says.

The company also prides itself on its safety measures.

This year, SWS accepted the Associated Builders and Contractors' Gold Level Step Award for safety excellence – for the 12th year.

"SWS over the years has become one of the most prominent stucco and EIFS subcontractors in the Southeast," the company states. "With hundreds of successful projects to our credit, our work includes a myriad of projects from high-rise buildings, such as Atlantic Station in Atlanta, Georgia, to projects with very complex design features such as Medieval Times in Lawrenceville, Georgia."

Boosting Sustainability

When it comes to sustainable or energy-efficient improvements, Southern Wall Systems can help contractors or companies achieve higher standards.

"SWS is fully committed to sustainable building efforts, which benefit the environment, the occupants of the green building and our entire community," the company says. "With LEED-certified team members, SWS is prepared to deliver a superior stucco, EIFS or plaster installation using environmentally friendly products and practices."

One example is a three-story commercial structure for Southface, an Atlanta organization that promotes sustainable homes, workplaces and communities. In a letter following work on the building, Southface Project Manager Frank Burdette said the Southface Eco Office underwent many skin revisions, but ultimately, it was SWS that helped the organization find a quality solution that fit its budget and helped achieve LEED Platinum requirements. The 10,000-square-foot building – an office, training and demonstration facility – was able to average energy costs of less than \$25 a day, he said.

With its proven capabilities and an aptitude for tackling tough projects, SWS has been able to reach \$15 million in annual sales, with the bonding capacity to match, the company says.

The company was contacted by Marietta, Georgia-based Mulkey

Enterprises to install 20,000 square feet of exterior cementitious coatings at the Center for Disease Control Chamblee Building 107. According to SWS, exterior access proved complicated due to cantilevered concrete beams on the project. The company accomplished the work and also completed 3,000 square feet of acoustical plaster inside the main entrance of the building, the company says.

SWS stays ahead of trends and continues to serve as a leader in its industry. It is a member of the EIFS Industry Members Association, Georgia Wall and Ceiling Industries Association, Association of the Wall and Ceiling Industry, Air Barrier Association of America, Scaffold Industry Association and the Associated Builders and Contractors, according to SWS' website. The company also recently announced that it has joined the Sto Panel Technology affiliate program, meaning SWS will serve customers in Georgia, South Carolina and Northern Florida with Sto Panel's design options. **M**



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ON-SITE WITH... | YOGESH SAOJI

Last Spring Wallace Roberts & Todd (WRT), an integrated design firm of architects, landscape architects and planners, made the final publication of WRT's Hoboken Yard Redevelopment Plan available to the public. The plan, adopted by the Hoboken City Council, was created to make a financially feasible, sustainable plan for the redevelopment of Hoboken's Terminal and Rail Yards property, the "Yard." The project required a plan for the Yard that integrates well with the character of Hoboken and with the active input and community engagement of Hoboken's citizens. Community engagement included public outreach, community meetings, interviews with stakeholder groups and a community survey, according to WRT urban designer and Senior Associate Yogesh Saoji. The plan also included a review of site conditions and constraints and existing documentation including tax maps, review of site conditions and constraints, land use and development plans, analysis of neighborhood character, infrastructure and circulation and other information.

What are major trends you see in master planned communities?

We've seen a number of trends emerge in master planned communities. The first of is emphasis on placemaking as the heart of community. The importance of placemaking and the role it plays in our physical, social, ecological and cultural wellbeing has taken a center place in planning and design of master planned communities. We want to create a public space that fosters a sense of community among residents, promotes people's health and social well-being. In addition to creating an identifiable place, communities are recognizing the need to be in close proximity to work places and transit along with access to amenities such as parks, trails, retail, theaters and restaurants. Creating a place within the context of such amenities has increased competition between suburban master planned communities and urban places or downtowns. Town and city centers are becoming increasingly more desirable.

Another trend is a focus on urban form and design quality of master planned community. There is a greater understanding of the importance of the role of design guidelines to promote better architectural design. Creating variety, consistency of style, and use of natural materials and other such techniques improves and supports the quality of life for the entire

community. Access parking space is becoming less important in days of Uber and shared parking. Location and design of parking lots and garages are better integrated in the design of master planned community in a seamless way. Walkability and connected places are more sought after.

What demographic changes do you see influencing master planned communities?

There are two major groups migrating to urban areas - millennials and retired couples. While each demographic group brings in their own unique characteristics, both groups are looking for the same amenities when determining where to live. Master planned communities need to provide more choices and variety in terms of housing units and affordability to cater to these demographic groups.

What are some keys to successful master planned communities, and how has that changed over the past decade?

There is more awareness of how the master planning community fits within the surrounding context. There is a premium for communities that are unique with great location and access to internal and external amenities. Over the last decade, we've seen the focus shift from a one-building-at-a-time approach to understanding

the big picture and the entire development.

Focusing on the master plan and big picture is key to gaining regulatory approvals and buy-in from communities. As we did in our Hoboken Yard Redevelopment and Willow Grove projects, the comprehensive public participation strategy was accompanied by an iterative design alternatives process that informed the basis of program and design to stakeholders and residents at each major project milestone throughout the planning process. The community wants buildings that promote sustainability and wellness. The design and functionality of the building, both in terms of architecture and urban design, play a key role.

What is the heart of a master planned community, and is that something that has shifted over the past few years?

The heart of a master planned community is a creation of a place. This heart may be a new Town Center, a public park or may be a Civic Center. As we focus on redevelopment within existing communities, communities that lack a true "downtown" and a heart are longing for the Town Center. Creation of distinct but related neighborhoods with a broad range of uses, along with an identifiable community place has become the focus over the past few years.

Master planned community now includes mixed uses, with state-of-the-art green buildings, extensive green infrastructure and sustainable design throughout, with a mix of residential, commercial, parks and open space, and civic uses and amenities.

What do you see for the future of master planned communities?

We will continue to see an increase in mixed-income and mixed-use communities in urban areas with access to amenities. Mixed-use communities bring together every aspect of a resident's life. Bringing these components together creates a sense of community where the resident doesn't just live in their home but rather lives and interacts within the community.

District-scale sustainable design is now becoming a future of existing neighborhoods and master planned communities. M

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